

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1907

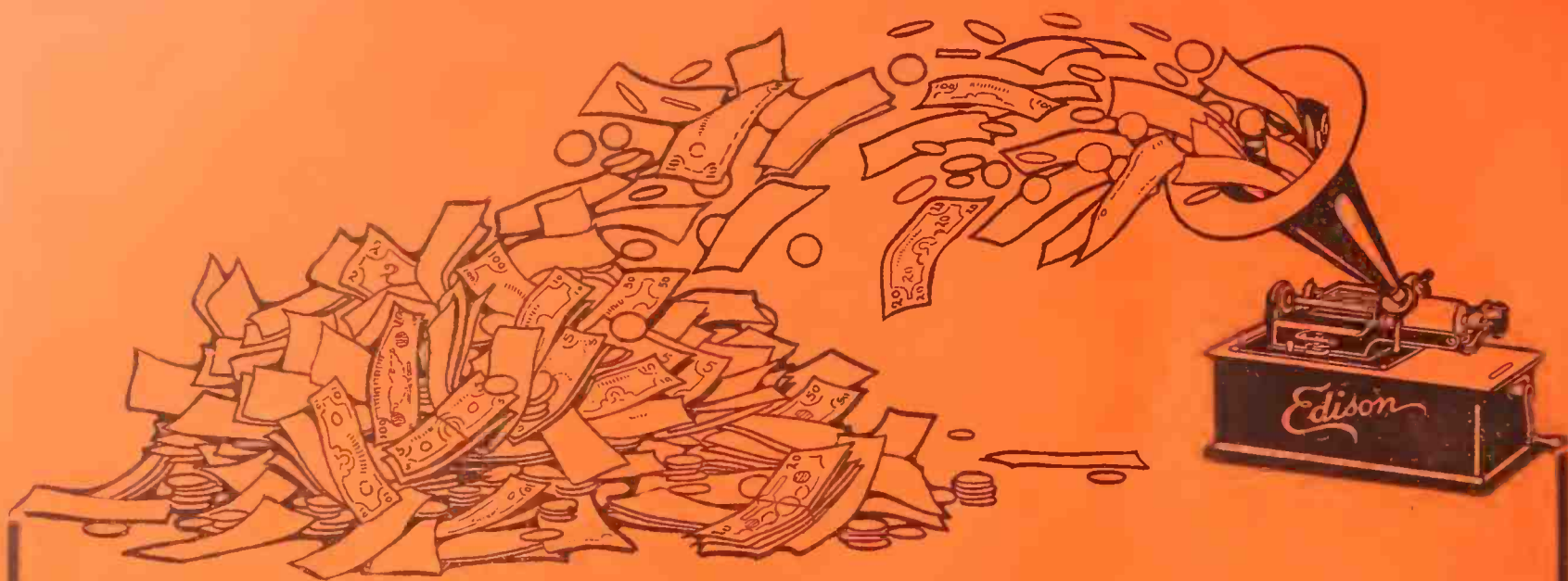


Everyone's Attention

has been attracted to the Tea Tray line of talking machine goods by the first monthly visit of our little representative, "CHAT." This little paper is going to be worth while getting. Do you want your name on the list? If so, let us know.

The trade-mark  is found on the finest line of Amplifying Horns and Horn Cranes on the market. All Horns bearing this mark are hand finished in "baked on" oil colors, the only process that insures the permanent and lasting beauty of the Horn. If you want the best line of talking machine goods, you want the Tea Tray line. Why not send for our new illustrated booklet showing pictures and prices?

**THE TEA TRAY COMPANY
OF NEWARK, N. J.**



The Horn on an EDISON PHONOGRAPH is the Dealer's Horn of Plenty

THE EDISON PHONOGRAPH brings in two kinds of money—the money that buys the Phonograph and the money that buys the Records. Both kinds come easily because the Edison best satisfies the demands of the music loving public.

It appeals beyond all other talking machines because of its clear, sweet tones, its mechanical excellence, and its convenient, distinct and popular Records.

Each Edison you put in a home influences sales in other homes, and all of these sales pave the way to Record sales, which mean a steady revenue to you for all time to come.

We are reaching almost every home in the country each month with our advertising, not only of the Edison Phonograph, but also of the Edison Gold Moulded Records. You cannot supply the demand which this advertising is creating with anything but Edison goods.

Write for catalogue, terms, and the name of a nearby jobber who can supply you.

National Phonograph Co., 59 LAKESIDE AVE.,
ORANGE, N. J.

The Talking Machine World

Vol. 3. No. 1.

New York, January 15, 1907.

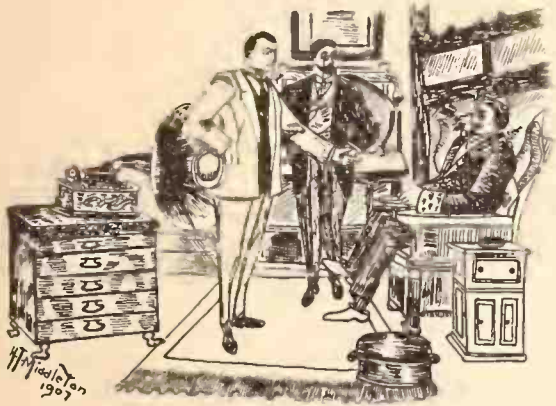
Price Ten Cents

THE TALKING MACHINE CLUB.

A New Field for the Talking Machine Which Every Dealer Should Make It a Point to Develop—Something Worth Thinking Over.

Every fad which appeals to the public eventually leads the way to the organization of clubs for the better enjoyment of the same. The bicycle, automobile, gun and countless other pieces of machinery have been the means of bringing men together not only to engage in the sport which they afford, but in a social way as well, and why should not the talking machine in its present state of perfection, and with its wonderful entertaining ability do both of these things, thereby increasing its popularity to a vast extent and at the same time benefiting the dealer in proportion?

Talking machine clubs will be the proper caper ere long, there is no doubt of that, for the tens of thousands of people who are now infatuated with this great instrument are rapidly steering in that direction. If a man who has a talking machine visits a friend who is also a "talker"



crank, they are sure to compare notes and enter into an interesting discussion on the subject of amateur record making, the best horn, the most melodious brand of record, etc., and this, Mr. Dealer, is the club idea in embryo. It only needs the presence of another friend or two to form the nucleus of a booming phonographic organization. This club once formed will prove an intensely interesting and instructive pastime. Think for a moment of the wide field of amusement it will afford if the foundation is laid along the following lines, viz.:

We will suppose we are invited guests at a meeting of the record makers, which is being held at the home of our friend, John Jones, who, by the way, is president of the club, and a staunch friend of the talking machine. We arrive early and find Mr. Jones enjoying an after-dinner pipe in the comfortable depths of a reclining chair. He greets us cordially, and knowing that our errand is one of investigation, launches immediately into a vivid description of the workings of his club.

"The boys will not be here for a while yet," he says, "so I will give you a lift along the highway of knowledge before they arrive. In the first place, let me say that a talking machine club is 'the greatest ever' for both amusement and instruction, and I will prove my assertion in short order. We come together weekly, and at each meeting there is a programme of the very best professional records that can be procured, according to the varied tastes of our members, each of whom donates his share. Then during the latter part of the evening an original record contest is indulged in by a certain few who are chosen in turn, and a prize awarded for the best results. It is surprising, gentlemen, how many really good records are heard at these original contests. One week the instrument selected for record making will be the violin and every member who has been entered as a contestant will bring with him an original record of a violin solo made in his own home with the assistance of any available talent. We make absolutely no restriction so far

as talent is concerned, but the recording apparatus must be that furnished by any of the different companies and not in any way of a professional or special character. The instrument is changed, of course, continually, and the human voice is also represented in our contests, ranging from the soprano to the basso. A suitable prize is awarded the victor in each contest, as I think I mentioned before, but the winning record becomes the property of the club, and is filed away for future amusement and reference. Our club is making rapid strides toward success, and we are about to show our appreciation for the people who have aided us by contributing their musical and vocal talent to our record library, as we call our stock of original records. We intend giving a banquet in their honor, upon which occasion speeches will be given and toasts drunk to the talking machine, past, present and future. That this banquet will be a swell affair goes without saying."

By this time the boys are coming in by twos and threes, and the meeting is called to order. It proves to be of great interest throughout, and the amateur part of the programme, which upon the evening of our call is composed of baritone solos, is very successful from a recording standpoint.

As we take our departure, we can but realize the excellent opportunity which a club of this kind affords the talking machine dealer. As every member must own a talking machine, and a good one at that, in order that he may do himself justice in the recording contests, it is of great advantage to a dealer who makes himself agreeable to the club, as it (the club) will naturally suggest his name to prospective members, and consequently increase his business with little or no effort on his part.

It will pay a dealer to think very carefully over the talking machine club problem, and when he is able to discuss it intelligently, he should go over it in detail with his customers, and aid them in establishing such an organization.

It is the greatest endless chain scheme for selling records that ever "came down the pike," and will do him a world of good. If his clientele of customers is of sufficient magnitude, he can start several clubs, and then the way those new customers will come in and buy everything in sight and cry for more will illuminate his countenance with "the smile that won't come off."

HOWARD TAYLOR MIDDLETON.

TALKERS KEEP TAB ON OPERATORS.

Dispute Between Telegraph Operators Results in Pertinent Suggestion.

In investigating the cause of the wreck on the Southern Railway, in which Samuel Spencer, president of the company was killed, a controversy has arisen between two telegraph operators, one of whom says he received a certain message and the other, who is alleged to have sent it, denies sending any such message. This dispute between telegraph operators opens up an entirely new use for the talking machine.

It is altogether practical to have a machine located beside a telegraph instrument so that there will be a complete record made of every click made by the key of the operator. To ascertain what message an operator has sent at any time, the phonographic record would only need to be revolved and the sounds would be as distinctly reproduced as if they had originally been made by a musical instrument. Any person familiar with the telegraphic code could read the reproduced sounds as easily as he could the original transmission.

With this check upon them, as The Railway World aptly says, railroad telegraph operators would be compelled to be extremely cautious, as an accurate record of their work would be sub-

ject to inspection at any time. The cost of installing talking machines would be nominal as compared with the loss of life and property in one disastrous wreck. The idea is entirely new and is suggested by the controversy of lawyers, but experienced telegraph operators express the opinion that this use of the phonograph will be of great aid in obtaining accuracy and in settling disputes if it is adopted by the railroads.

PHONOGRAPHIC RECITAL BY 'PHONE.

How a New York Dealer Managed to Make Some Satisfactory Sales of Records—May Make Recital a Feature Monthly.

Among the many humorous incidents related by the retail dealers in this city in connection with the holiday trade is the following: "It was about four o'clock Monday afternoon that one of my big customers called me up on the 'phone and said he wanted to present his wife with a dozen of the latest operatic records published; price no object. Would I kindly play them over the 'phone, as he did not have time to make the selections personally? At the time, there were about twenty customers in the store and I was short-handed, so I was in a quandary. I did not wish to disappoint or displease either lot, so I announced that for the next half hour I proposed giving a concert of the leading operatic singers, and invited all to listen to it, as they might never again have such an opportunity, and then placing the telephone receiver in such a position that it would receive the sound waves to the best advantage, I started in. As a result, I not only sold the dozen requested, but over a dozen more to the customers waiting in the store, and at the same time I did not lose a sale of the cheaper records.

"I am now contemplating giving a phonographic recital by telephone once a month, as I have enough customers who demand the best class of records. Of course, it would be essential to make such a scheme a success to have all my patrons on the line at one time, but by having notices of the hour and date of the recital sent out in advance, I think it could be accomplished. If the plan meets with the approval of ten of my patrons, I think I will try it, and if it meets with success will make it a permanent feature of my business."

AFRAID OF TALKING MACHINES.

The Russian Government Prohibit Their Use When Polish Patriotic Airs Are Used.

The Russian government, which is seeing ghosts every day now, designs to look upon the talking machine as a revolutionary vehicle, and is so scared that action has been taken against it. The story is told in the following cablegram which appeared the other day:

"The Russian government has forbidden the use of graphophones in Russian Poland when the discs or records reproduce Polish patriotic airs. All these found have been destroyed, and even the machines seized by the police. Some of the owners appealed to the courts, but the tribunals ruled that inasmuch as it was forbidden in Poland to sing patriotic songs in public, the same rule must be observed about the talking machines."

COLUMBIA CO. ENTERTAIN NEWSBOYS.

The Columbia Phonograph Co.'s Detroit branch recently gave an extended demonstration of their new records for the benefit of the newsboys of the city, who had met together in Gaines Academy. In addition to the graphophone concert, other talent also appeared and the Newsboys' Band rendered several selections.

TRADE CONDITIONS IN PHILADELPHIA.

Holiday Trade Cyclonic—Expansion Still the Rule at the Victor Co.'s Works—Good Reports from Heppé—A Pessimistic Salesman Afraid of Overdoing Things—Increased Cost of Raw Materials May Augment Price of Machines—Hawthorne & Sheble Co.'s Great Business—Something of Metropolitan Trade—Musical Echo Co.'s Advance—New Year Welcomed.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 9, 1907.

Business in talking machine circles the past month mainly rested on the holiday trade, of course, and it was a trade that brought joy to every one interested in the industry. Business was rather cyclonic—came quick and fast when it did come—but dealers and jobbers, wisely anticipating such a "coming," were prepared with the goods, and therefore buyers were enabled to get almost everything they wanted. Disappointment was felt, of course, by many firms that they could not get many goods wanted from the manufacturers, but on the "any-port-in-a-storm" principle, they sold and talked up stocks on hand, and with success. There are some bare-looking talking machine stores in Philadelphia to-day, and owners are concerned now in stocking up again. They all seem confident trade in due time will be good; in fact, thus far January business has been quite fair, all things considered. Supplies and equipment are always wanted, and salable.

The Victor Talking Machine Co., of Camden, N. J., made their many employes happy at Christmas by presenting each and every one of them with a plump turkey and accompanying "fixin's." This is the annual custom of the company, and tends to cement closer the cordial relations between employer and employe.

Trade conditions at the Victor plant continue about the same as reported last month. All hands are busy—extremely so, and every effort is being made to catch up with the never-ending inflow of orders. The two large buildings being added to the plant, when finished and occupied, will result in an increased output of talking machines and records, and such fact is cheering, of course, to the officials who are anxious to oblige patrons and who are doing all they can to do so. The new warehouse addition at Front and Linden streets is practically completed and occupied, but is not affording much relief, as delays in receiving equipment, etc., hold the Victor Co. back the same as many other large industrial corporations. The call for Victor-Victrolas continues unabated, and it proves conclusively that when the company can fill all orders for this fine instrument there "sure will be something doin'." Moderate weather has permitted work on the new laboratory building at Front and Cooper streets to go on, and the contractors are making commendable efforts to "push" construction work. When completed the new building, which overlooks beautiful Cooper Park, will be an ornament to that part of the city. The advertising policy of the company—placing advertising where it will induce buyers of Victors to buy of dealers, is one commended by the trade. In a sense the company are doing dealers' advertising, paying for what dealers would do if they "went in for advertising." The company have greatly increased their advertising throughout the country, and it is redounding to the benefit of dealers and jobbers.

Another "sponsor" for the now famous trademark Victor dog—the canine staring into the horn—has come to the front in Camden, and he is a colored man. "Yes, sah," he is reported as claiming, "I owned that 'ere Victor dog when he wuz a pup. You see, I owed Mr. Johnson fo'h bits, an' I couldn't pay it, so I takes the dog—his name was 'Rastus when he wuz a pup—I takes the dog up to Mister Johnson, an' I sez to him: 'Will yo' tak' de dog fo'h de fo'h bits?' an' he sez, 'I will,' and I done gib 'im 'Rastus. Lawd! I nebber specs at de time dat 'Rastus' picture wuz gwine all over de world!"

The talking machine department of C. J. Heppé & Sons enjoyed an exceptionally good holiday trade. A. M. Collins, of the retail department, fairly ran out of some goods, and W. J. Elwell,

manager of the wholesale department, had to "jump in" and help out as well as look after large orders being shipped daily. In the piano player and player-piano department excellent business was the rule all during December. Small musical goods and merchandise were in brisk demand, of course, and when the rush was over all hands, though tired, were happy. The aggregate of sales were far ahead of a year ago at a similar period. Business so far for 1907 is quite satisfactory.

The World ran across a rather pessimistic talking machine salesman the past week, and maybe some of his "talk" is worth repeating. "Now, see here," he said, "the big talking machine companies and the jobbers and the 'bosses' are eternally preaching about 'booming sales' and 'pushing goods' and 'driving business.' Salesmen ought to be flesh and blood angels with one mania—sell machines, get the money! Now, that's all right; but you know there's two ways of looking at things. Can't you overdo 'em? Look what the doctors all say: Men of forty-odd years dropping off dead because they've overstrained, overworked, overworried. Take me. Here I've hustled like a demon, gone after 'bum' pay customers, talked harder than a ten-inch disc to sell talkers, been out in the wet, lost meals, got wet feet and the jawache, and dassant take a drink, by dad! It's the pace that kills! Virtue is all right; but give a man his 'grub.' Honesty is all to the mustard, but don't shove a salesman into the devil's camp. Being goody-goody, always-humping boy all the time gives you the undertaker."

S. S. B. Campbell and William L. Ziegler, who are conducting the affairs of the Disk Talking Machine Co., 13 North Ninth street, have been steadily increasing the sales of Zonophones and supplies, being, it is understood, exclusive jobbers for these goods in Philadelphia. Both being experienced talking machine men, they know how to increase sales and build up business. Holiday business with them was very good.

Said the representative of a manufacturing firm: "If prices of raw materials used in making talking machine goods advance much more in price, I feel sure manufacturers will have to advance prices, too, in order to secure fair returns

for capital invested. It is almost impossible to secure spot delivery supplies of some materials."

Quietly, but nevertheless effectively, H. B. Rouillot, manager of the talking machine department of James Bellak's Sons, is developing a good trade in that field.

Snellenbergs made an effective window display the past month of Edison and Victor goods, and John McArthur, manager of the talking machine department was "Johnny-on-the-spot" in the matter of good sales.

One of the handsomest display windows in Camden, N. J., at holiday time was that of the Columbia Phonograph Co.'s branch office at 200 Broadway, capably managed by C. E. Gabriel. It attracted general attention and favorable newspaper comment. The store did the largest holiday business in its history.

Robert A. Morgan, Kaighn avenue, Camden, N. J., comparatively a newcomer in the retail talking machine business, did a very good holiday trade, and is pushing sales right along. He carries a well-selected stock of Edison and Columbia goods.

An odd phonograph concert was given near Christmas by the Linden Baptist Church Bible Class, of Camden, N. J. They wanted to "raise" enough potatoes for a benefit supper—so gave a talker concert and charged one "tater" admission. Mr. Phonograph was true-blue—he brought in two tubsful of "spuds."

J. A. Smith, lower Broadway, Camden, N. J., as disposed of is talking machine business and gone to New York to permanently locate.

Angry because an automatic talking machine in a North Eighth street penny arcade would not run, Joseph Riser the past month threatened to shoot Harry L. Birch, the manager, and was jailed. The incident points to the fact that complaints have been more numerous that disorderliness exists in many of the amusement palaces. Whether or no the managers are responsible it should warn them to be strict in maintaining good order lest their licenses to operate their arcades be revoked.

"Yes," said a Chestnut street piano player salesman, as he inserted a new roll, "we call this perforated music our rolling stock—and that's no freight rebate!"

The three large factories of the Hawthorne & Sheble Co. shut down to observe Christmas and New Years; but that was all. They have been running full tilt at all other times, and will continue to do so indefinitely, judging from the large and small orders coming in from home and abroad points. The sterling qualities of the company's artistic flower horns have placed them

ATTENTION

Edison and Victor Dealers

WE ARE KNOWN all over Pennsylvania as the largest Edison and Victor jobbers in the State.

WE ARE PIONEERS in the Talking Machine business and among the first to sell both these lines and OUR EXPERIENCE COUNTS in YOUR FAVOR.

IN ADDITION to machines and records we sell supplies of all kinds. We particularly call your attention to our fine line of CYLINDER and DISC CABINETS and our SUPER NEEDLES.

WRITE FOR PARTICULARS

PENN PHONOGRAPH COMPANY

17 South Ninth Street

PHILADELPHIA, PA.

upon a firm, standard footing with the best class of trade everywhere horns are used—a proof that merits succeeds. The care exercised by the H. & S. Co. in manufacturing all of their products insures the popularity of the goods beforehand. Scientific and practical knowledge is given the work in every part and department, and the most modern machinery, equipment and apparatus is utilized to secure known high-grade results. The company are steadily developing new features, improvements and musical novelties, and 1907 will see some of them on the market, one being a moving picture-phonograph machine. E. A. Hawthorne, president of the company, is now at the main office and factory here, and will probably remain permanently in order, with Secretary Sheble to better handle the increasing volume of executive business.

Said one large jobber: "We have pretty well supplied metropolitan centers with talking machines, and now our road to further success lies among country and urban centers. We have already put in fair-sized stocks in country dealers' hands, and it strikes me we can sell a large quantity of machines to simply farmers alone."

By hard work Proprietor Adolph Weiss and assistants, of the Western Talking Machine Co., got everything into good shape for Christmas trade, at the new quarters, 41-43 North Ninth street. Business was such as to keep all hands busy early and late, and patrons were well pleased at the large selections they were enabled to make purchases from.

Along with other dealers, H. A. Weymann & Son did an exceptionally good holiday business, not only in talking machines and supplies, but in musical instruments, sheet music and pianos. The space devoted to the talking machine department, which was recently greatly enlarged, proved a timely aid during the holidays.

Visits to local retail dealers made by the World show that all of them did a splendid holiday business in talkers and accessories. "The business came in a heap, so to speak," said a Central Phonograph Co. representative; "but in the aggregate it was large and profitable." To the ques-

tion: Was trade up to a year ago? several dealers reluctantly said it was not, and ascribed the cause of it to be too many now in the business. Said one dealer: "I have reached the conclusion I can't make a go of it with talking machines alone, and am arranging to put in a side line of jewelry and optical goods. Within a year you will see other phonograph men doing the same thing—taking on other lines in order to get along. In my opinion, the talking machine business in the East has struck its staple level. From now on it will have only such a field to feed upon, because so many have already purchased machines. Of course, novelties will help out sales; but records and supplies will be the main thing retailers will depend on, for, you see, most of them can't secure the trade which buys Victrolas and high-priced goods."

This view seems to be held by several retailers, although they take the situation philosophically, and are inclined to go ahead in business, even if they branch out with other lines or go into different fields. Perhaps the January lull after the holiday "boom" has tended to make some of them pessimistic—a frame of mind they will overcome when trade brightens up again.

Excellent location and the admirable concerts given in their auditorium helped the Musical Echo Co., Chestnut street, to do a "banner" holiday trade. And buyers were of the well-to-do sort who want the best regardless of cost. Manager Marschalk and assistants were well pleased with the amount of business done, and are by no means idle now, for trade continues fair to good.

The department store talking machine emporiums did a fine holiday trade as a matter to be expected, because they were jammed early and late with all classes of buyers, and talkers were duly exploited in various ways. One store claims to have sold 100 high-priced machines in one day, besides records, etc.

"Yes," said Mr. Lewis, of the Lewis Talking Machine Co., cheerily, "we did a bang-up holiday business, and we have lots to be thankful for. For instance, how glad we should be that the new pure food laws will not touch the phonograph

business!" And the \$100 talker said "amen!"

Louis Buehn & Bros., Penn Phonograph Co., Disk Talking Machine Co., The Keen Co. and the Columbia Phonograph Co., among the larger jobbing houses, enjoyed good holiday trade, and depleted stocks show that it must have been very good indeed. January business, with almost all of the jobbers, is reported "seasonable," and that conveys its own meaning. As one jobber put it: "We can't expect to have cake all the time."

Revolvers and horns have heretofore been the main instruments to agitate the welkin in honor of the incoming of a new year, but when glad-some 1907 came in recently several roosterers on Chestnut street had talking machines under their arms, all going and yelling such greeting as: "Here's to you!" "Hold me or I'll break loose!" "Hail! Hail! the gang's all here!" etc. "They save our throats, eh, Jim?" said one of the night celebrators to his companion. "That's swat," assented Jim.

HE WANTS TO TRADE THE MACHINE.

The editor of the Wellsville Globe has been breaking in a talking machine, and this is what he says about it: "We expect to get hold of some disgruntled subscriber some day and have him pour out his grievance into the machine so that we can keep it for use in after years, when we have quit the newspaper business and get lonesome for the old life.

"The machine is pretty well broke to use now, and will play anything from 'Il Trovatore' to 'He Came Right In, Turned Around and Walked Right Out Again,' with coon songs and farmyard medleys for a variation. In all there are about 45 records with the machine, which is proving so popular at the house that Mrs. Editor says that if she gets a chance she is going to trade the thing for a cow; that it won't take any more time to tend to a cow than to run the talking machine. So if you want to trade come in and let's talk it over. The machine and records are worth \$41, and we've got a little silver to trade with it, if the cow's a good one."

WHEN PLACING YOUR HOLIDAY ORDERS

REMEMBER

That we are exclusive **VICTOR JOBBERS**, and that we are prepared to take care of your wants in this line, be they large or small. We have three large floors and basement devoted entirely to the sale of these goods, and carry a stock which is sufficiently large to take care of all orders received, promptly.

WE ARE THE ONLY JOBBERS IN NEW YORK CITY DEVOTING AN ENTIRE BUILDING TO THE VICTOR EXCLUSIVELY

NEEDLES

PERFECT

MEDIUM

QUIET

These are the brands manufactured by us. They stand for **A1 QUALITY**. Millions of these styles are sold by us every month to satisfied customers. **ARE YOU ONE OF THEM?**

If you are not a user as yet, let us send you **SAMPLES FREE** and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

Place your orders promptly if you wish shipment before the Holidays.

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET,

BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City

The Talking Machine World,
January 15, 1907.



THE
"KNOCK DOWN"
SEARCHLIGHT
HORN

THE CROWNING
ACHIEVEMENT OF
AMERICAN INGENUITY

Style—Blue Gold Striped "Knock Down."
For all cylinder and disc machines

THE MARVELOUS
Searchlight Horn

THE
Searchlight Jr.
Horn

THE
"KNOCK DOWN"
Searchlight Horn

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers

Send to your Jobber for Samples

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue

Borough of Brooklyn, New York

DISTRIBUTED BY
Every Recognized Edison and Victor
Jobber in the United States

ALLURING PROSPECTS FOR CLEVELAND TRADE.

New Year Promises Well—Talking Machine Becoming a Necessity in Every Home Because of Its Educating and Refining Influence—Holiday Season Exceedingly Satisfactory—Year as a Whole All That Could be Desired—Handsome Holiday Windows of Columbia Co. Deservedly Praised—No Necessity for Closing Up Arcades—The News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 9, 1907.

The year 1907 opens with the most alluring prospects for the talking machine trade. The past year has more than fulfilled the most sanguine expectations of the dealers, not alone in the volume of business transacted but in the very manifest desire on the part of the general public to purchase the best grade of machines, and the higher artistic class of music.

The talking machine has become the great musical entertainer and educator of the day. Every household possessed of a machine is daily giving pleasure and instruction in the art, such as no other means can accomplish. It is remarked that Cleveland is advancing, and the hope is expressed that it will soon take a position among the advanced musical centers of the country.

There has been an extraordinary increase in the demand for talking machines during the past three months and the holiday season accentuated it in a remarkable manner, the suitability and appropriateness of these instruments being an acknowledged factor. The dominating demand was, and is, for high-grade goods, and the Christmas trade was largely curtailed by the inability of the factories to furnish a sufficient supply.

"We closed an entirely satisfactory year's business for 1906" said Mr. Probeck, manager of the Columbia Phonograph Co. "The volume of business was largely in excess of the previous year, and there was a noticeable demand for the best grade of instruments. During the year we were compelled to increase the capacity of our store for both machines and records, in order to meet the increasing patronage. The 12-inch disc records are being called for more often and are becoming very popular. While December started in a little slow, it more than made up in the last three weeks, and the holiday trade was the best we ever had. The Monday previous to Christmas was the largest single day's business we ever transacted, and since then both cylinder and disc records sales have been immense. Prospects for the future are better than ever."

The Eclipse Musical Co. enjoyed a most satisfactory holiday trade. Mr. T. H. Towell, manager, said: "We had a phenomenal holiday trade, both in the wholesale and retail departments. It far exceeded our most sanguine expectations, and would have been very much larger had it been possible for us to get the goods desired from the manufacturers. There was a big demand for Victrolas—we couldn't during the holidays, nor can't now, get enough to supply the demand. The prospects are that trade will continue exceptionally good during the winter. The past year was the best we have had. Our increase in business was 75 per cent. over the previous year."

W. H. Buescher & Son report having had a splendid year's business, their sales amounting to about 50 per cent. more than in the previous year. "The holiday trade," said Mr. Buescher, "surpassed our most sanguine expectations. We never were kept busier than during the two weeks preceding New Year's. The sales of machines were the largest in our history, and were principally of the best grades. The demand for records is constantly increasing, especially the 12-inch, and sales are simply immense." A carload of goods piled up on the sidewalk in front of the store was evidence that there was "something doing" inside.

"The year wound up in a surprisingly satisfactory manner with me," said W. J. Roberts, Jr. "Our holiday trade was large, exceeding my fondest expectations. It kept us busy day and night, and it seemed as though it would never end. During the six months since re-starting in business, trade has been increasing from day to day, and prospects are most flattering. We have not been quite so busy since New Year's, but business is keeping up in a remarkable manner, and the sales of records is phenomenal.

Collister & Sayle report having had a good year's business—the best in their history. "The holiday season," said Mr. Sayle, "nearly completely cleaned us out. It was the busiest three weeks in our experience. Trade continues good, and we are constantly increasing our facilities to handle it.

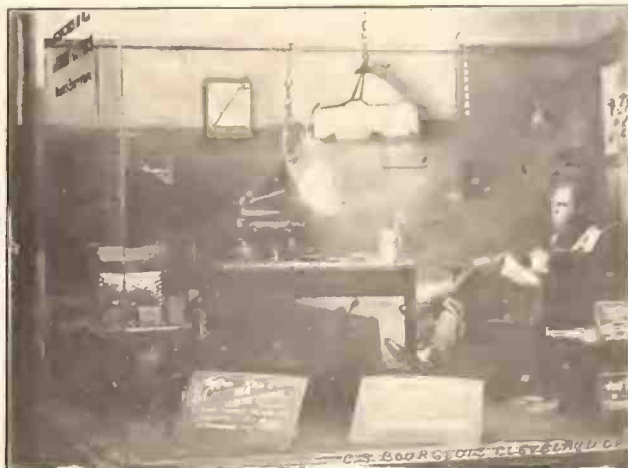
Hugh Gulley, manager of "The Victor," No. 924 Prospect avenue, said: "If I had much more business I could not handle it. December trade was far above expectations in spite of one or two dealers offering horns and cranes below current prices to induce the sale of certain machines and records, which is a violation of the agreement made with the manufacturers. The prospects for 1907 are good. I am getting new business every day, and the better class of trade. My stock is the most complete of any in the city." Mr. Gulley claims the credit of having made a sale of the highest price outfit ever sold in Cleveland.

The Smith & Nixon Piano Co. state that since installing a talking machine department that branch of their business has been constantly increasing, and that they had an excellent holiday trade.

The manager of the departments at the May Co.'s, the Bailey Co.'s, Flesheim & Smith's, and other stores who make a side line of the talking machine business, all report business good.

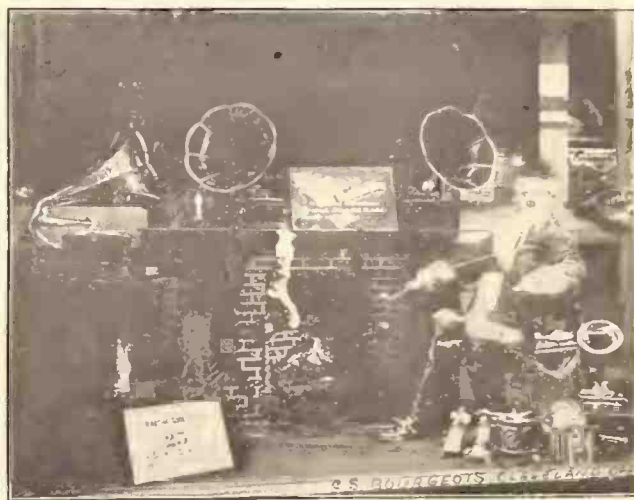
Cleo. S. Bourgeois, assistant manager of the Columbia Phonograph Co., designed and executed two show windows during the holiday season, which were the prettiest we have ever seen, and deserving of mention. One window was gotten

up to represent a "den," and according to the designer, is his conception of what an ideal "den" should be. The window was closed in by a backing of green burlap, with a dado of buff color, giving the window a semblance of a room. Arranged around the window were various pieces of weathered oak furniture, including large, easy chairs, magazine racks, and on a large leather-covered table rested a Columbia disc grapho-



A CLEVER CHRISTMAS WINDOW.

phone, with an assortment of records. Pipe racks and fine pictures ornamented the walls, and on one side was a cellarette, with steins and a box of cigars visible through an open door. A beautiful art glass dome heightened the general effect, and the tout ensemble made the passerby wish he could enter and make himself at home, light a cigar and enjoy a few selections on the grapho-



ANOTHER GOOD IDEA IN WINDOW PUBLICITY.

phone. Cards in the window called the attention of the onlooker to the Columbia product, stating that: "With a Columbia graphophone you can hear operatic stars and vaudeville artists at will, in the ease of your 'den.'"

The other window showed a room with a long, low fireplace, such as used to warm the homes of our forefathers. Large andirons held pieces of leg, which were made to burn and glow in a very realistic manner. The logs were laid over incandescent lamps, covered with orange tissue paper, and the whole placed on a piece of wire screen, beneath which was placed a fan motor,

**WE SOLICIT
YOUR
PATRONAGE**



**Edison Headquarters
AT
OSGOOD'S**

Our Complete and Comprehensive Stock include

Edison Phonographs, all styles, Complete Stock of Records, Horns, Black and Gold, all sizes. Flower Horns, new designs, Herzog Cabinets, Disc and Cylinder, Carrying Cases.

HORN STANDS AND CRANES

The Tea Tray Co. and Hawthorne and Sheble Co's Products are fully represented

Our New and Enlarged Quarters enable us to fill orders promptly

The C. E. OSGOOD CO. Wholesale Distributors
744-756 Washington St., BOSTON

blowing the air upward. Small pieces of tissue paper were glued to the logs, and the upward draft setting them in motion gave the effect of flames, while the colored lamps, showing through the logs, gave the effect of red embers. The effect was so realistic that one old lady, after looking in the window for a while, was heard to remark that the authorities ought to stop people from making fires in their windows just for show. Family stockings hung from the mantel, all well filled. On the left side of the window stood a table, on which was a Columbia graphophone and some records. At the right of the window, seated in an easy chair, was a stuffed figure dressed in Santa Claus costume, and he looked very real, smoking his "church warden" pipe while listening to the music of the graphophone, which was evidently so alluring it interrupted his visit to other children, for his pack had fallen to the floor, disgorging a varied collection of toys. We could not blame the good old saint for lingering. The cheerful-looking fire and the music of the graphophone would entrance most any one, compelling a feeling that he would like to toast his shins at the grate and hear some good music. A card completed the window setting, reading: "A Columbia graphophone is the ideal Christmas present. It is a present the whole family will enjoy."

The Mayor of Akron, O., recently closed all the moving picture theaters in that city on account of the danger of fire, until he could look up the State law on the construction of theaters. He discovered no violation of the statutes, and the business is proceeding as usual.

Fire broke out in Shaw & Spencer's moving picture theater, No. 5507 Kinsmore road, a few nights ago. They were giving the second performance, and just as the room had been darkened the film took fire, resulting in a bright flash lighting up the auditorium. The audience hurried out safely, and the fire was extinguished, entailing a loss of a few hundred dollars.

The death of Robert Crooks, a singer of local repute, resulted from his neglect to insert a metal

shield to screen the highly inflammable films from the intense heat of the arc light, which threw the views from the machine, with which he was giving a moving picture performance in a concert hall at 2219 Ontario avenue. Frenzied with fear when the films ignited and flared up into a blinding flame the crowd of men, women and children in the little room fought their way to safety in the street. Crooks lost his head, and instead of going down the stairway, jumped from a window, striking on the sidewalk below and meeting with instant death.

"I can't close up the penny arcades and moving picture shows on Sunday," declares the chief of police. "I don't see any necessity for it," he continued. "Those moving pictures, which serve to make some people's dull Sunday afternoons pleasant, are but a harmless diversion, and I fail to see any desecration of the Sabbath in viewing pictures and listening to talking machines. However, my personal opinion of the right or wrong of the thing doesn't prompt me to say that I cannot proceed against these forms of amusement. There is no ordinance against them."

Touching this same matter the city solicitor has notified the police officials that the operation of phonographs on the streets Sundays, as a means of attracting patrons to the moving picture shows, would no longer be tolerated. Sensational films, illustrating the gentle art of house-breaking and train robbing, are also tabooed, and the proprietors of the shows are returning their sensational films to the makers.

Burglars entered the penny arcade of L. H. Becht, at 903 Euclid avenue, Christmas night and stole \$225. The money, all in pennies, was taken from the machines.

A very ragged specimen of humanity entered a talking machine store recently, and when asked what he wished said he was just listening to the music. He hung around for quite a while, and finally went up to one of the clerks, and said: "Gee, I would like to have one of them graphophones, but I haven't any money to buy one. I tell you," said he, "my condition just now is

like this: If airships were a cent apiece, I couldn't buy the gas for the balloon."

W. C. De Forest, of W. C. De Forest & Son, Edison jobbers, of Sharon, Pa., was in the city December 31, visiting with the talking machine men.

PLEASING HOLIDAY REMEMBRANCE.

The Employees of G. W. Cole Receive Handsome Profit-Sharing Christmas Presents in the Form of a Percentage of Their Wages.

Another New York manufacturing institution has joined the profit-sharing movement. The Three in One Oil Co., No. 141 Broadway, whose factories are located at Rahway, N. J., distributed a healthy sized bunch of plums to their various employes as Christmas presents, the same being a percentage of the employes' wages for the year.

This co-operative sharing of profits is growing every year and ought to cement closer the mutual interests of worker and employer. Particularly at the holiday season of the year, should a profit-sharing plan appeal to the employes as they not only get a share of their earnings of the Three in One Oil Co. for the past year, but get the money at a time when it can be made to do a lot of useful and pleasure-producing things.

The prosperous condition of the G. W. Cole Co., who are the original and sole manufacturers of Three in One oil, is not at all surprising, as the volume of their business has been increasing wonderfully the past year; in fact, it has severely taxed the capacity of their factory at different times; but Mr. Slee, president of the company, has always insisted on being in a position to make prompt and immediate shipments to jobbers, no matter where they are located and how large their order for this famous oil may be.

J. A. Barrett was recently appointed buyer for the talking machine department of Millers, Roads & Swartz, the leading dry goods emporium of Norfolk, Va.

TRADE STANDARD MARK	TRADE STANDARD MARK	TRADE STANDARD MARK	TRADE STANDARD MARK	TRADE STANDARD MARK
 <h2 style="text-align: center;">Standard Metal Mfg. Co.</h2> <p style="text-align: center;">Office and Salesroom 10 WARREN STREET, NEW YORK</p> <p style="text-align: center;">FACTORY Jefferson, Chestnut and Malvern Streets Newark, N. J.</p> <h1 style="text-align: center;">Standard Horns</h1> <p style="text-align: center;">ARE THE ONES TO HANDLE</p> <p style="text-align: center;">WELL MADE CAREFULLY FINISHED AT RIGHT PRICES</p> <p style="text-align: center;">Give entire satisfaction and increase sales. No kicks</p> <p style="text-align: center;"><i>Variety to Please All. See our New Line</i></p> <p style="text-align: center;">Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly.</p> <p style="text-align: center;"><i>Every Horn Fitted with Patent Thimble End</i></p> <h2 style="text-align: center;">Standard Horns Once Handled Always Handled</h2> <p style="text-align: center;">LET US HEAR FROM YOU</p>				
TRADE STANDARD MARK	TRADE STANDARD MARK	TRADE STANDARD MARK	TRADE STANDARD MARK	TRADE STANDARD MARK

RECORDS OF THE OLD SONGS.

How a Talking Machine Salesman Used Them to the Benefit of His Firm.

An old man enters a talking machine establishment and sitting himself stiffly down in one of the hearing rooms, with his cane between his knees, asks to hear some of the old songs. The salesman in charge is a young man of character, with a due respect for old age, and accordingly he hastens to wait upon his venerable customer to the best of his ability. "Old Folks at Home," "Silver Threads Among the Gold," "Leaf by Leaf the Roses Fall," "Ben Bolt," "Annie Laurie," "Home, Sweet Home," and various others of the heart songs of our grandfathers' day are played one after the other, and the result is very satisfying to the old man who trudges home laden



"AT EVERY HOMESTEAD HE DRAWS REIN."

with a rich store of the melodies so dear to him. As the dusk falls and the evening shadows gather, he will call his wife, his companion through fifty years, perhaps, of sunshine and storm, and together they will drink in rapturously the songs of their childhood.

The result is also satisfying to the young salesman because he has made a good sale for his firm, and at the same time his brain has given birth to a new idea, viz.: Push records of the old songs. He mentions his plan to his employers, and suggests to them that they advertise the old-time melodies in the country papers throughout the State, and if practical follow them up with a salesman later. As the rural advertising rates are very moderate, his employers consent. They do not have to wait long for results as almost every mail brings an inquiry or, better still, an order. Then another advertisement is inserted to the effect that a salesman will tour a certain locality on the following Saturday with a case of sample records, upon whose gleaming surfaces are engraved the songs of long ago. Then a list is given, embracing twenty or more of ancient melodies.

In due time the salesman starts upon his journey, and his success is phenomenal.

At every homestead as he draws rein and leaps from his buggy, his arrival is heralded most vociferously by the children of the farm, and he finds an enthusiastic audience everywhere.

One old gentleman has brought his talking machine down to the roadside, and sitting in his arm-chair beneath a gnarled and leafless maple, he greets the salesman eagerly. He has been longing for records of the old songs, but did not know they were obtainable.

"Folks is so set on ragtime nowadays that I thought the songs of my time was clean forgot," he says; "it certainly is a treat to hear 'em. Why, I feel like a boy ag'in when I hear them good old tunes. Put my name down fer the whole list, mister; winter's comin' on and them records'll help along the cold evenin's wonderful."

Dealers are very apt to let the records of the old songs lie neglected upon their shelves while they push the frivolous melodies of the present day. This is a very great mistake, as the latter will find a ready sale of their own accord, owing to their temporary popularity created by the music publisher and the theater.

In almost every home, city or country, there is a grandfather or grandmother eager to hear once more the songs which were so dear to them in the springtime of their lives, and you can increase your trade, Mr. Dealer, and at the same time create a deal of contentment by advertising the old songs along the lines above described.

This is not mere theory, but real fact, and a trial will prove it to you.

HOWARD TAYLOR MIDDLETON.

KINGS' SMILES TO BE CANNED

Fashions in Handshakes, in Court Etiquette and Other Ceremonies Handed Down in Moving Views—The Latest Fad in France.

Historians, artists and novelists centuries hence will know just how the great civic pageants of the twentieth century in France looked, for an official cinematograph will record all government fetes and ceremonies. The municipal photographer's snapshots give excellent representations of monarchs in regal gold and purple, visiting chieftains in gala attire and unpretentious frock-coated cabinet ministers as they appear on solemn occasions, but no hint of the formalities etiquette requires—the regulation bows and handshakes of the time. These the official cinematograph will supply.

Through it coming generations will know just how a king received a prime minister; it will register the smiles and gestures of royalty complimenting some famous author or actor; it will perpetuate for posterity's enjoyment the triumphal march of some Lord Mayor through gilded reception halls, followed by a retinue of obsequious liveried footmen.

All these official yet private mysteries, usually hidden from the public, will yield their secrets to the privileged cinematograph operator. After he has exhibited these highly interesting records before some music hall audience they will be preserved among the municipal archives for the benefit of curious ages to come.

TALKER IN HOLIDAY FESTIVITIES.

In the hospitals, public homes and missions for the poor, the talking machine was quite a favorite during the Christmas and New Year festivities. It was only necessary to attend any of these affairs to realize what a joy promoter is the talker and what delight and pleasure its songs and instrumental numbers bring to those whose lot in life is not a cheery one. It would be a very narrow man or a cold-blooded pessimist who would deny to the talking machine its rightful place as a musical educator.

Thomas Edens Osborne, the hustling talking machine factor at Belfast, Ireland, has favored us with one of his dainty calendars and a Christmas card as a holiday remembrance. The calendar contains a beautifully colored panel picture of a handsome girl, and the entire effect is most artistic, worthy of a place on any desk.

Quick Service

A great thing for a dealer, and every dealer ought to get it from his jobber or know the reason why. Repeated delays are dangerous to the carrying on of any business.

Quick service is one of the inducements we hold out for your trade and it's no mere will-o'-the-wisp. We mean it—quick service.

How quick! Shipments made the same day order is received. Could anything be quicker, or more satisfactory to you and your customers!

Quick service means not only that we are quick in sending out orders, but we have the right kind of goods in the first place—just the things you want and plenty of them.

There isn't a thing you can mention in Victor talking machines and records, trumpet horns, English needles, fibre cases and other specialties and accessories that we haven't in stock ready to send to you right now.

Try us and see. That's our challenge and, if what we say is true, it's worth your time to get in touch with us.

Write to-day for copy of our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street New York



Reg. U. S. Pat. Off.

IF YOU

Are looking for the Best in Band Instruments

it may interest you to know that hundreds of American Musicians are patronizing

The House of York

with eminently satisfactory results.

The above-named firm manufactures nothing but the Very Best that is produced in the brass instrument line, and its productions include not only Cornets, but Trumpets, Horns, Trombones, Tenors, Baritones, Basses of all kinds, and even Drums, which the firm is now featuring with unprecedented results.

A very handsome Illustrated Catalogue of the York Instruments will be mailed free of charge to any one requesting it; also catalogues of Music for Band or Orchestra, each containing sample parts for Cornet or Violin, as the case may be. Simply write your request, with correct address, on a postal card directed to

J. W. YORK & SONS
GRAND RAPIDS, MICH.

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



THE BAUER CO., 726-730 Girard Avenue, Philadelphia, Pa.

VALUE OF SEPARATE ROOMS.

Many a Sale of Talking Machines Is Lost Through Their Absence—Splendid Agents for Displaying Machines in Suitable Environment—Customers Like Them.

Almost every week we read of some progressive firm having their quarters redecorated and in almost every instance the fact is mentioned that separate rooms have been arranged and specially decorated for the purpose of displaying the various lines handled.

The larger dealers everywhere are realizing that best results are obtained when a machine may be tested and its good points brought out to much better advantage, while it is separate from the general stock. Where the customer is confronted with only three or four styles he or she, as the case may be, is not confused, and a selection is more readily made because the mind is concentrated upon the contents of the parlor alone instead of an open wareroom, where other customers are examining and testing instruments. Of course, many dealers will remark that there will be the increased cost of fitting up the rooms attractively. Even so, it may be safely said that of five sales that are lost on the wareroom floor because the prospective customer could not arrive at a decision, two will be saved by the separate room where comfortably seated, among attractive surroundings, the tendency to find objections is reduced to a minimum and the salesman finds a more fertile field for his arguments.

And a word about the decorative treatment of these rooms. It is always best to consult a good decorator even at increased cost, for the after-results will warrant it. Then the style of decoration is considered. Say one be in Empire, always effective and alluring for great originality possibly in the application of its various forms. Fit the second out in Flemish style, imposing, but nevertheless suggesting comfort, and why not an adoption of the German idea in the new art for the third room, a style beautiful for its broadness?

After the walls are treated in a satisfactory manner the furnishings should receive consideration. No matter what style the other decorations, an Oriental rug of good quality, not necessarily an expensive antique, hardly ever looks out of place, and always lends an air of richness to an apartment. Furniture, that is, chairs, settees and small desks, should, of course, conform with the general treatment. When the entire decorating and furnishing is completed a fine

talking machine placed in such an environment has its effectiveness enhanced many fold.

The separate showroom is not a decided innovation, merely an evolution following the growing tendency to place talker selling on a higher plane rather than looking upon it as a purely commercial proposition, and even rehearsing the matter in a purely commercial light, the benefit accruing from an adoption of the above system for displaying talking machines will result in more big sales and increased profits that will pay the cost of the necessary alterations in a remarkably short time.

HERE'S A PARROT WITH A PAST.

Takes the Championship for Profanity—Owner Makes Some Choice Records—Now in the Next World.

Among the callers on Superintendent Hankinson, of the Society for the Prevention of Cruelty to Animals in New York, the other day, was a mild-faced little woman who carried a basket with a parrot in it. She complained that the parrot was rather disposed to an unlimited use of profane language, and had in its vocabulary a list of oaths that would shame the most hardened sea-dog. She related to the superintendent a number of incidents where the parrot had caused trouble and hard feelings, and wanted him transported to the great beyond, or some other place, so that he might be taken off her hands. She said that he belonged to her uncle, an old sea captain, who desired her to keep the parrot for him until his return from Scotland. She added: "He valued the parrot so highly that he had it talk in a phonograph before he went on his last trip, and carried the records away with him." The superintendent recommended that the easiest way out of the trouble would be to have the parrot stuffed, and gave counsel as to the proper steps in this connection.

L. R. PORTER CERTAINLY HUSTLED.

L. R. Porter, who handles the Victor Talking Machine Co.'s line in Brockton, Mass., recently received an Auxetophone and immediately began to acquaint his townspeople with the fact that it was fully worth the \$500 asked for it. A special "ad" regarding the instrument was inserted in the local papers for several days, and it was exhibited at the Mid-Winter Fair of the Y. M. C. A. of Brockton. Also by special arrangement with the Association, the machine was exhibited at their regular Sunday services, when a series of selected records were repro-

duced in a most effective manner. Mr. Porter certainly hustled in the interests of the Auxetophone, and deserves his success in disposing of a number of the instruments.

TALKER AS SPIRITUAL FACTOR.

Used to Good Purpose by Western Clergyman in Covering His Big Parish—Better Than Some Ministers.

A clergyman of a Western city has been crowding his church on Sunday evenings by giving sacred concerts by means of a talking machine as part of the service. He maintains that a good preacher and a good talking machine will bring plenty of people to salvation.

This minister covers a tremendous territory, the greater part of which he has been unable to visit for a long time. He has also inaugurated a departure in this connection: he delivers his sermons into the talking machine and sends them around to these sections that he cannot visit, and on Sundays the people who assemble hold services of their own and hear the minister's sermon by this means.

It is needless to say that this clergyman is an enthusiast regarding the talking machine. He says that it is amazing what a wonderful part it is playing, not only in clean amusement and enjoyment, but as a spiritual factor it is proving worthy of more than passing notice. Some years ago no one could conceive that the talking machine would ever prove more useful than many ministers, and in many instances prove a greater aid in bringing people back to a belief in the Almighty.

NOW THE AUTOMATIC REPORTER.

The "automatic reporter" is the latest invention for newspaper and business men. It consists of a small talking machine, easily carried. When the newspaper man wants a verbatim interview he springs his little machine on his victim and proceeds to ask his questions. The record is reproduced slowly and taken down on a typewriter. There is an adjustment to connect with the telephone, and there is where the inventor says it will appeal to the business man.

PHONOGRAPH FOR AUTOMOBILES.


Automobile horns are now being made decoratively. One of the new horns is in the shape of a frog—a great brass frog, squatting, with open mouth. The frog idea is carried out even to the note of the horn itself, the note being deep, metallic, short—a frog-like sound. The frog has two big green eyes, and a little lamp, lighted behind them at night, makes them shine splendidly. There is another horn in the likeness of a serpent. Above the open mouth is a little coronet-shaped light, and in graceful coils the body, over a yard long, runs back to the bulb beside the chauffeur's hand. An "ultra" horn, for those who want something extravagant and bizarre, has a phonographic attachment. This horn, shaped like a dwarf—a creature all head with mouth open—emits a hoarse "Look out." These improved automobile horns come from France, and they are very expensive.

E. N. CLINTZMAN'S EASTERN VISIT.

E. N. Clintzman, connected with the wholesale interests of Kohler & Chase, San Francisco, Cal., was in the East last month, where he visited the plants of the National Phonograph Co. and other large talking machine manufacturers. The Talking Machine World sanctum was also honored by his presence.

SOLD 400 MACHINES IN THREE MONTHS.

D. M. Yost & Co., talking machine dealers of Norristown, Pa., sold over four hundred machines within three months, and are in the position now where they cannot get stock sufficient to fill the orders on their books.




THE

PARDELL

Diaphragm

GREATLY IMPROVES

REPRODUCER AND SOUND BOX



It takes off the "sharp edges" and enables the speaker to render a beautifully clear and natural tone.

Price applied, 50 cents

Special prices to dealers and jobbers. Write us for particulars.

THE PARDEE-ELLENBERGER CO.
NEW HAVEN, CONN.



5

1000

of an inch is a small space



BUT IT IS THE SIZE OF THE GROOVES ON A DISC TALKING MACHINE RECORD IN WHICH LAY THE SOUND IMPRESSIONS. UNDER A STRONG MICROSCOPE THEY LOOK LIKE THIS



It is readily seen how easily these minute grooves, which are little larger than a horse hair, can be filled with dust, grease from handling, chips of steel worn from the needles and other deposits.



Therefore when these grooves become filled, the sound impressions become clogged which prevents the needle from properly entering the grooves making correct contact

[SEE NEXT PAGE]





with the sound waves impossible. The result is a poor chattering reproduction, unpleasant and annoying to the listener, who usually condemns the machine, never realizing that a dirty record is the real trouble. *Recordite* will correct this. Dirty records are a most dangerous enemy to the advancement of the talking machine business. They are the poorest advertisement that can be had. *Recordite* will keep records in proper condition which will increase your sales a big percentage.



As oil is to machinery so is *Recordite* to records. Without it they soon become useless. Every dealer should have a stock of *Recordite* on hand especially now after the holidays, as thousands of persons who have received Talking Machines for Christmas, are open to everything to improve them. Write to-day for our circular. *Recordite* is put up in a neat, attractive box, ornamental to any counter.



Retail price, \$1.00 a Box

Jobbers who handle RECORDITE

- COLUMBIA PHONOGRAPH CO., New York.
- JACOT MUSIC BOX CO., New York.
- SEARS, ROEBUCK & CO., Chicago.
- LYON & HEALY, Chicago.
- RUDOLPH WURLITZER CO., Cincinnati.
- YOUNG & LEETE, Savannah.
- J. F. SCHMELZER & SONS ARMS CO., Kansas City.
- R. S. WILLIAMS & SONS CO., Toronto, Can.

Recordite Company

1905 Park Avenue
NEW YORK CITY



RECORDS OF CITY NOISES.

Mrs. Rice Has Convincing Evidence That New Yorkers Are Suffering from an Overdose of Unnecessary Noises and Has Organized Associations to Eliminate Them.

The carol of the "Ole Clo's" man; the bugle call of the scissors grinder; the droning monologue of the huckster; the rumble of the "L" trains; the tinkling bells of the knife sharpener; the whirr and toot of the automobile; the wailing of the hurdy-gurdy; and the confused sound of screeching whistles and sirens and steamboats on the Hudson, these are just a few of the noises to which William Dean Howells, Archbishop Farley, Nicholas Murray Butler and a half hundred other noted people are to hear at the home of Mrs. Isaac L. Rice, East 89th street and Riverside Drive.

The records of these noises and many more, which have been taken carefully before 7 o'clock in the morning, will be turned on by Mrs. Rice herself, who has demonstrated by actual investigation that the unnecessary and hideous noises of the night as well as those of the day can and must be reduced, and that many of them will be entirely eliminated in the future.

It has taken more than a year of strenuous effort on the part of Mrs. Rice, with the cooperation of many persons prominent in this city and in Washington, to bring this about. Not content to rest there, she has organized a society to suppress the noises of New York which are not necessary. Next week, or just as soon as the articles of incorporation for the association are returned from Albany, the Advisory Board of that new and unique organization will meet at Mrs. Rice's mansion and listen to the noises which she has had taken as records upon a phonograph in order to show how disturbing they are.

"It is strictly for scientific reasons that I have had these records made," said Mrs. Rice. "They have been carefully taken, so that they will not exaggerate or diminish the sounds. They will convince the most indifferent, I believe, of the terrible crime of noise which nightly disturbs New York, and particularly the poor of New York. So great are the noises about some of our hospitals in congested central districts that in one instance within a year two patients were driven insane by the din.

"With the success I have had in stopping much of the noise of the river traffic, I feel positively assured we can in time control in large measure the other hideous and unnecessary noises."

SYSTEM OF TEACHING BY MAIL

Not Successful, Says C. G. Conn—Failed to Impart Benefits Expected.

The system of teaching instrumental music by mail with the aid of the phonograph records has for the present been discontinued by the C. G. Conn Co., of Elkhart, Ind. The method appeared feasible and advantageous. It was endorsed by good musicians, but nevertheless failed to impart the benefits expected from it. This was due to no fault of the musicians who had charge of the work of preparing the lessons. These gentlemen were conscientious and painstaking in their efforts to please. In some cases they succeeded; in others, money sent in payment for the lessons was refunded by request.

As one customer expressed it, "Mr. Conn could

not afford to let anything bearing his name and portrait leave his factory unless it was first-class and beyond criticism." Mr. Conn's name and portrait is intended to express the highest endorsement. Musical instruction by phonograph under present conditions are far from perfect, and until they become so they will not be supplied under Mr. Conn's implied endorsement.

HERE'S A PHONOGRAPHIC ROMANCE.

Falls in Love With Record of Voice of Young Lady Who Has Made It—Meet and Marry.

"Will You Love Me in December as You Do in May?" sang Catharine Margaret Sheridan, of 162 York street, Jersey City, into a recording phonograph a little while ago.

And Patrick J. Rience, of 232 Grand street, same city, buying the record unsuspectingly, played it over again and again in his room and sighed and sighed and sighed.

The song fascinated Patrick not half so much however, as the rich contralto voice, and he fell in love with the voice and kept that phonograph going with that particular record at bat until all the wax wore off and the main spring of the motor gave out entirely.

Then one day Patrick took his phonograph to his music dealer for repairs.

"Also," he said, "give me all the records you've got of that May and December song, and if you have any guarantees to wear forever, I'll pay whatever price you name."

"Why, I know the girl that sang that song," said the dealer. "She lives just around the corner. I'll introduce you."

"If you do," said Patrick, "and if the lady'll have me, there'll be a wedding New Year's Eve."

They met, she would and there was.

And that reminds us. Why couldn't those matrimonial agencies who forward photographs of ladies desiring husbands, and which are labeled \$10,000, \$15,000 or \$30,000 also send a record of the fair one's voice upon receipt of a nominal deposit to insure its return?

If he could manage to hear the shrewish tones of his bride-to-be while in anger, many a man would be saved a life of torture. Of course, the voice of a maiden of sixteen could be substituted for that of a widow of forty-five, but that is a common chance. Wife hunters have been fooled worse than that with fake photographs.

HUMAN TALKING MACHINE SUPPLANTED.

A barber in a western city, realizing the annoyance suffered by customers through the talking of his employes, has forbidden all unnecessary conversation on the part of the latter, and installed a large talking machine and a supply of high-class records with which patrons are entertained while undergoing the ministrations of the knight of the razor.

NEWARK, N. J., OPPOSED TO TALKERS.

The city officials of Newark, N. J., recently brought sorrow to the hearts of the talking machine men by forbidding the playing of those machines in the doorways of stores or outside places of amusement if the neighbors object. This is the result of a recent ordinance.

The Central Camera Co., 31 Adams street, Chicago, is a new Zonophone jobber.

Do You Want to Make Money, Mr. Talking Machine Dealer?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

BUEGELEISEN & JACOBSON

113-115 University Place
Corner 13th Street, NEW YORK

THE NEW Imperial Records

RECORDED IN EUROPE

Are Meeting With Marked Success \$1.00 and \$1.50 Each

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IN THE WORLD

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ever been compiled, in*

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INTERNATIONAL CATALOGUE (224 Pages) GRATIS

(See description in pages 23 and 24 this Issue)

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SOLE AGENT FOR GREAT BRITAIN AND COLONIES

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FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN ENGLAND.

Business of Past Year Points to Greater Expansion During 1907—Big Possibilities if Taken Advantage of—New Ideas in the Trade—The Chrono Megaphone—Colquhoun and Childs to Visit America to Make Imperial Records—Outlook in Calcutta—Russell Hunting Co. Staff Dinner—Our Trade With Australia—Gen. Booth's Records—Pathe Freres Salon—Sir Thos. Lipton and Columbia Co.—The News of the Month.

(Special to The Talking Machine World.)

London, E. C., Jan. 6, 1907.

The old year has left us a story of unprecedented sales in the United Kingdom, while the new year shows promising signs of even greater expansion in the talking machine industry. Everything points strongly to this view. Manufacturers, factors and dealers alike, profiting by the early falling of sales last year, talk of using that infallible business getter—publicity. Outside two or three of the most prominent manufacturers, the lack of enterprise in this respect is in strong contrast to our American friends. Pushfulness, when business shows signs of falling-off; of all times, that is the time to advertise, circularize and travelize. If the English concerns carry their words into effect and adopt some method of sustaining the demand, not only through the winter but the summer months as well, they will be showing practical evidence of the general opinion that the talking machine industry can be made an all-year-round trade of satisfactory proportions.

With so few restrictions, there is still plenty of room in Europe for open competition in both machines and records, yet the business done is out of all proportion to the population. Say, 15 million people—all possible customers—all open to consider a proposition, are surely worth making more energetic and pushful efforts to reach than in the past. Considered in this way the possibilities of the trade are enormous, and it only remains for British concerns to be first in the field with goods of quality that are worth exploiting by such liberal methods as indicated.

In the course of the next month or so, we shall see the advent of at least one indestructible cylinder record and two or three new discs; and

as a sign of the times it is on the cards that the Gramophone & Typewriter Co. will be laying down a complete factory close to London city. It has suggested itself to me that with institutions that employ a number of travelers, it would be somewhat stimulating to them when times are bad, or in the dull season, if employers were to offer, outside the usual commission, a monthly bonus to the man that showed the best weekly sales for the past four weeks, or some other little encouragement along similar lines would perhaps be beneficial to both.

Chrono-Megaphone Exhibition.

A private exhibition of the Chrono-Megaphone was given recently in the Victoria Hall of the Hotel Cecil. The instrument is an improvement in certain particulars of the Chronophone, and both are inventions of Leon Gaumont, the famous

tain an audience a whole evening without engaging a single artiste or a band of music. The Chrono-megaphone will make its first public appearance at the London Hippodrome, and, duly installed, may in time usurp everything and everybody in stage life. There may be a decided advantage in the Chrono-megaphone—that, whereas our artists are but mortal, the records on this wonderful instrument will live forever!

Taurino Parvis Signs With Columbia Co.

The distinguished operatic star, Taurino Parvis, has recently come to an arrangement whereby his services as a record maker will be retained exclusively by the Columbia Phonograph Co. He has already had considerable experience in record making at the Columbia establishment in America, where, during an engagement at the New York Metropolitan Opera House, he recorded

Here is an Opinion from a Berlin Advertiser which tells of The Talking Machine World's drawing power:

"It is a great pleasure to us to be able to inform you that we have received an extraordinary number of enquiries from which it is evident that your journal is a splendid medium for advertising purposes—

Yours truly"

BEKA-RECORD, Limited.

cinematograph expert and scientist of Paris, and head of the firm of L. Gaumont & Co., London, Paris, Barcelona and Berlin. It has taken Mr. Gaumont, aided by an efficient staff, several years to perfect this ingenious and clever contrivance. By means of the megaphone, which is a distinct and most important part of the mechanism, the volume of sound can be increased at will.

Everybody nowadays has seen animated pictures. Mr. Gaumont has succeeded in making the figures sing and talk. Excerpts from musical comedies and grand operas are given with vivid realism, the characters (in colored costumes) moving as in real life, while, with a perfect system of synchronization, the words of the soloist and the harmony of many voices fit to a hair's breadth to the expression of the singer's lips. A pictorial chorus, which is in reality nothing but a shadow, sings sweet music, which also is as counterfeit as the picture. The operator can set the choristers moving and singing as in real life, and by and by it may be possible to enter-

several operatic arias. These selections, which were issued on both 10-in. and 12-in. discs, presented the singer's rich baritone voice to such perfection that the Columbia Co. made him the present attractive proposition by which he agrees to sing solely for Columbia records. Signor Parvis has just completed a brilliantly successful season at Covent Garden. As leading baritone star there, he secured the most laudatory press notices for his superb singing and acting. While in London he recorded some further selections for the Columbia Co. These will be announced at a later date. The eminent vocalist insists that none of his records shall be published until he has tested and approved it, and as his discrimination is particularly critical, talking machinists can depend on securing records of the very highest musical and mechanical excellence when ordering Parvis discs.

To Make Records for Leeds & Catlin Co.

Amongst disc records that have lately come to the front, the Imperial takes an unique position.

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC



ONCE YOU HAVE HEARD
PATHÉ'S DISC YOU WILL
 NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED
 WITHOUT A NEEDLE, HENCE THEIR
 GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES
 FOR DISCS IS PAST WE GIVE YOU THE
 GREATEST STAR ARTISTES AT ONE
 UNIFORM PRICE, **3/-** PER DISC.

THE GREAT SUPERIORITY OF THE
PATHÉ DISC IS OBTAINED BY
 USING A SAPHIRE POINT, THERE
 IS NO CHANGING THE NEEDLE,
 GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE
 CONTAINS OVER **20.000**
 SELECTIONS DRAWN FROM
 ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
 LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued).

more especially on account of their general embodiment of tone purity than the price. Selections of all classes are listed, from comic to classical, the grand opera list calling for particular mention. The Imperial, however, is not so widely known in Great Britain as one could wish, but this condition will no doubt soon be reversed under the direction of Messrs. Gilbert, Kimpton & Co., who are factoring the record here for the Leeds & Catlin Corporation of America. D. H. Glendinning spoke modestly but in enthusiastic terms regarding the Imperial, and his utmost confidence in that it would soon occupy a position of even greater prominence in English circles than now. The famous baritone, Ian Colquhonn, will visit America about the end of January on a special engagement to the Leeds & Catlin Co., and will make records of over thirty different selections. As showing the popularity of this well-known artist I may say that within two hours of the engagement, Messrs. Gilbert, Kimpton & Co. took an order for 750 of each of the thirty selections. The Imperial 1907 catalogue contains many fine contributions of all classes, and in great variety, by artists of repute. The reprint in the catalogue of a testimonial from Lionel S. Mapleson forms interesting reading as a tribute to the general excellence of the Imperial recording system.

International Favorite Record Co. Expand.

The International Favorite Record Co., late of Hatton Garden, are getting things into shape at their new quarters in City Road. The staff is to be increased, and the whole building, which has a floor space amounting to over four thousand feet, will be required to cope with the greater demand anticipated. Mr. Vischer, who has charge of the London arrangements, says any order can be executed usually upon the day of receipt, owing to their excellent system of supplementing stock within three days from their German headquarters.

Columbia Co.'s Handsome Window.

Thousands of children—and "grown-ups." for

that matter—who were sightseeing in Oxford street during the few days preceding Christmas, must have been inclined to think that they had at least really discovered the much-sought yet ever-elusive Santa Claus when they reached the windows of the Columbia Phonograph Co. There, amid the snows on the housetops, preparing to make his wonderful descent by the chimney, stood the children's patron saint in all the glory of fur-trimmed cloak and hood, his sleigh laden with graphophones, and in his arms a veritable horn of plenty (of the graphophone kind) overflowing with similar good things—and really good things, too, for the genial old gentleman was represented as saying "Nothing but graphophones this year!" The excellent display of these instruments which the Columbia people were making was certainly such as to awaken in the minds of the little folk the hope that the prophecy was true and that Father Christmas' gift to each of them would be a Columbia graphophone, while from the crowded condition of the store it was evident that many a Santa Claus in ordinary human guise was profiting by the hint and taking home a graphophone to delight both old and young. The Columbia window was undoubtedly one of the best displays in London, and its power of attraction was illustrated in a most significant and amusing way only a few hours after having been dressed. A Boys' Brigade Band was marching down Oxford street playing a lively martial air, but Father Christmas and his graphophones proved too potent an interest for the young musicians, and the band broke down as every head turned to catch a glimpse of "Santa." The expressions of admiration to be heard among the crowd which was continually to be found before the window further demonstrated the interest the representation was arousing and testified to the alertness of the Columbia Co. in regard to the advertising possibilities of their new situation.

Reports on Holiday Business.

The American Talking Machine Co. report a

good Xmas time. "Although we had an enormous stock and are continually receiving further consignments," said Mr. Nottingham, "our resources were put to a severe test in completely executing all orders." The Edison Bell Co. say: "This year's business has been best of all." Messrs. Murdock & Co. report Xmas sales as unprecedented. "We are at it all the time," said Mr. Fulton, "and the new year trade prospects are very good." Mr. Howell, the popular factor, handling almost every talking machine line, spoke of good times, and expressed himself as well satisfied with last year's trade. His satisfaction with the new year, however, will demand a much larger turnover, as much general expansion in certain directions is anticipated. The Microphonograph Co., of Goswell Road, also report a splendid Xmas week, sales being considerably above the average. The same good report comes from the National Co.; Cook's, Ltd.; Barnett Samuels, Lyon & Co., and Lugton & Co., the latter having found it necessary to secure the building adjoining their present premises.

Trade Conditions in Calcutta.

I recently had the pleasure of an interview with Mr. Saific, manager for Hague, Mood & Co., agents for the Gramophone & Typewriter, Ltd., in Calcutta. Mr. Saific was over here for a short time on matters respecting his agency, but he returns home in January. He spoke of the rapid strides the gramophone has made in public favor and the opportunities for further expansion of all talking machine lines in India. "There is no dearth of good Indian artists," said Mr. Saific, "but our great difficulty lies in getting them to record. Old Indian superstitions may partly account for it, but the fact remains nevertheless. We are, however, working slowly but surely, and the time will come when it will be considered the height of fame for all artists voices, so to speak, to be gramophoned."

Staff Dinner of Russell Hunting Co.

A very pleasant evening was spent on Friday, Dec. 21, at the Finsbury Town Hall, on the oc-

HAVE THE BEST, DEALERS!

STOCK "WHITE" RECORDS AND INCREASE YOUR SALES
AND AT THE SAME TIME SATISFY YOUR CUSTOMERS

REMEMBER THE FOUR CARDINAL POINTS OF THE "WHITE" RECORD ARE:
SOUND WELL, WEAR WELL, LOOK WELL, SELL WELL

Retail 1/- Price	"WHITE" RECORDS	Retail 1/- Price
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We Call Special Attention to the Great Improvement in November Records

COLONIAL DEALERS

SHOULD BEAR IN MIND THAT IN PURCHASING "WHITE" RECORDS THEY BENEFIT BY THE PREFERENTIAL TARIFF

Write us for Full Particulars and List of Factors

The General Phonograph Company

Limited

26 EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

casian of the annual staff dinner to the employees of the Russell Hunting concern. It was no bachelor's feast, as a glance over the well-filled hall revealed the graceful sex in large numbers. Interspersed between the men, they produced a very cheery and bright prospect, which their happy smiles but enhanced. It is safe to say that everybody did full justice to the seasonable fare provided. There was an abundance of good things, from which one may gather that the company, from that point of view, spared no expense in their efforts to obtain that which they strived for—and obtained—a highly successful evening. Among the many artists of repute who provided amusement after dinner, were several of the "Odeon," "Fonotipia" and "Sterling" contributors. One seldom meets with such an array of talent as in this particular instance. Their efforts were much appreciated, and will live long in the memory of their audience. The Russell Hunting orchestra met with a particularly warm reception, their performance being loudly applauded. During the course of the evening the usual toasts were proposed and duly honored. Appropriate speeches were made at intervals. The chairman referred to the rapid growth of the company since last year, an evidence of which was to be found in the large number of new members he noticed. Mr. Sterling was greeted with round after round of cheering of a sincerity unmistakable. He returned thanks, and in a few choice words spoke upon the good business done in the past and the splendid future prospects of the industry which provided the means of their livelihood. Charlie Howell was next on the programme on behalf of the factors. He called the trade a trade only since the expiration of patents which had so long retarded progress. This was certainly a matter that was being proven year after year by the gigantic strides made in all circles of the industry. Others spoke in succession; many pertinent references were made, some taking the form of compliments to the Russell Hunting Co., in that the industry has grown more proportionately since their inception than at any other time.

And when the time came for breaking up there was only one cry—unlike the gentleman's in the wilderness, it took the form of Oliver Twist's much abused cry "for more." All good things, even this, had its finish, but the good spirit engendered will live long in the memory of the company's employees and tend to foster the interest that makes each one mindful of their employer's success.

Marconi's Latest Invention.

Another marconigram reports that the great inventor's latest appliance is one for the transmission of radiograms between a moving motor car and a fixed station, or between two traveling vehicles. He also has ready and has experimented with an apparatus by which wireless despatches will reach their destination without the possibility of being deciphered at any other point. That is all very well, but the man in the street asks "What is Mr. Marconi doing for improvement in sound reproduction?"

To Make the Seymour Indestructible Record.

I have it on reliable authority (it will be public property by the time these lines reach America) that Henry Seymour, Ltd., is returning money in full to all their subscribers, and arrangements are being made to dissolve the company registered. This will in no way affect the appearance of the new Seymour indestructible record, to market which private capital has been subscribed to the required amount. I have the same authority for stating the fact that the new record, which will be awaited with much interest, is expected to put in an appearance this season. Later information is that Russell & Co. are financing the project to any amount. A temporary factory has already been taken at Eyre Street Hill, Clerkenwell, where operations will soon be in full swing.

Columbia Records by Gen. Booth.

General Booth is one of the most up-to-date men living. His most recent display of progressiveness consists in his making talking machine records. He has just dictated an eloquent address, giving in brief the aims of the Salvation Army and appealing for world-wide sympathy in the Army's religious and social work. This address will be reproduced on both cylinder and disc Columbia records, and in the near future all talking machine users may possess a souvenir of one of England's Grand Old Men. It is expected that these records will have a wide distribution throughout the English speaking world.

As announced in last month's World, the Columbia Phonograph Co. have concluded a contract with the Salvation Army under which they will have the exclusive privilege of making both disc and cylinder Salvation Army records. General Booth's address is the first of these to be made, but additional records by prominent leaders, soloists and others, as well as by the fine Headquarters Band will follow. These will be sold to and by the Salvation Army as well as to the public generally, and a part of the profits go

to the Salvation Army funds for reclaiming the criminal and outcast and for aiding the unemployed. Every purchaser of a record will therefore contribute something towards the splendid social work which is such an important department in the Salvation Army activities.

General Booth has never before made a talking machine record for publication. He was very much interested in the whole process, proved to be exceedingly quick in understanding the requirements of the recording experts, was extremely accommodating, and at the finish of the work expressed himself as very highly gratified with the results obtained. One of the principal reasons why he hesitated about making the records was the fear that they might not be good reproductions of his voice, but when he heard a rough test he was amazed and delighted because each word was clear and distinct and the volume was entirely satisfactory.

Good Business With Australia.

Even though the population of Australia is only about four million, the English record manufacturers are doing splendid business in the country as in other dependencies of the British Empire. In Australia alone the Russell Hunting Co. have sold over 250,000 records in the last three or four months, which is sufficient testimony to the fact that the Sterling record has won over to its side the majority of Australian enthusiasts. Quoting from a letter sent to the company, one writer states that "the Sterling record beats all others," while another Australian gentleman pins his faith in the Sterling Special as the best for tonal qualities and general excellence. Such unsolicited expressions of approval are naturally very pleasing to those who do so much towards achieving the one and only ambition which inspires them to produce records next door to, if not "Perfection."

Lower Rates of International Postage.

Next year an important change in international postage will take place when the postal convention of Rome comes into effect. The postage of 2½d. from the United Kingdom to foreign countries will prepay a letter weighing up to one ounce, instead of half an ounce as now, and the Imperial penny post will cover letters up to one ounce to any part of the British Empire and to Egypt. And further, postage of letters to foreign countries, exceeding an ounce, will be reduced to 1½d. for each ounce after the first ounce for 2½d.

Old Lincolnshire Folk-Songs Reproduced.

Some old Lincolnshire Folk Songs, collected by Percy Grainger, were recently reproduced on a

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE "STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS
IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the
"Michael Casey" Series.

WE GUARANTEE EVERY RECORD TO BE PERFECT.

"STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England

Electro-Mechanical Engineering Works

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, DISCS & CYLINDERS
DUPLICATING and MOULDING

Try our London Popular Record

PHILIP NEALE,

PHONO. EXPERT,

5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired.
Special terms to the trade. City address and price
list on receipt of postal. No job too small—no job
too large.

Have You a London Representative ?

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Novelties. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.

LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled.

Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthrope, Lincs., England.



FROM OUR LONDON HEADQUARTERS—(Continued.)

phonograph at the Royal Academy. Much attention has of late years been paid to the securing of folk-songs in various parts of England and Scotland, but those who desire some really unknown melodies should visit the northwest part of Ireland. Here is a district which would yield remarkable results for the enthusiast.

Some Interesting Gramophone Concerts.

An enormous gathering assembled at the Royal Albert Hall one recent Friday evening and enthusiastically applauded each item of a remarkable programme presented by the Gramophone & Typewriter Co. The instrument used was one that embodied an invention of the Hon. Charles Parsons of turbine fame. By means of an ingenious arrangement of air pressure in the special sound-box, the volume of sound was greatly increased. The most effective example of the gramophone's capabilities in reproducing the natural voice was demonstrated immediately after Miss Amy Castles and John Harrison had each sung in person, as their encores on the gramophone created as much applause as when they sang a few moments before in person. Caruso's ghost accepted an encore, as did the spooks of Madame Melba and other artists.

Besides the concerts on their own direct behalf, the Gramophone Co. have made a special feature of assisting any of their dealers who will arrange local demonstrations. The company bear the expense of bills, programmes, tickets, etc.; the dealer secures the right hall—and there you are. Many dealers in this way have built up their business and added considerably to their clientele, and incidentally to the advantages of the Gramophone & Typewriter Co. Only recently two very successful demonstrations were given by North London agents—W. F. Field & Co., and the Carlton Cycle Stores. In each case the respective concerts were largely attended, and a very enjoyable evening spent; fair business afterwards resulted.

Talking Machine to Teach French.

Another instance of the gramophone's usefulness is found in the report that the headquarters of the Farnham Grammar School will arrange for the use of the gramophone in the French classes in order to bring the French teaching up to date.

Pathe Freres Handsome Salon.

At 64 Regent street, one of the leading thoroughfares in the West End of London, Messrs. Pathé Freres have opened up a first-class retail reception salon for the purpose of popularizing and making known the merits of their new disc record and machine to the general public. A successful press demonstration of their new products was given recently, at which it was amply

evident that their new system of recording was highly successful from the point of view of fullness and purity in reproduction. The salon is well and tastefully decorated, and as special accommodation is provided for customers to try over any record before purchase, coupled with the very central position and other features of this new departure, the salon should immediately prove a boon to the public and a complete success for Pathé Freres. From the same company comes to hand two well-got-up catalogues. One is devoted to Pathé's 11-inch disc record. Herein we find listed a large variety of selections under the headings of Instrumental, Vocal, Serio-Comic, and others, all in each case by artists and talent of the best obtainable. There is also a fine list of Hebrew records by J. L. Sirota and M. Gusowsky. The second catalogue contains illustrations and complete particulars of their disc machines and accessories. Both catalogues are well printed and of a comprehensive character. Dealers would find them exceedingly useful.

This Reception Room Is Popular.

Sterling & Hunting, Ltd., from time to time have made many successful alterations and additions to their "Odeon" and "Fonotopia" premises at 14 Hamsell street, but none so much of a boon to the trade as the new reception room recently provided. Here one may rest awhile to the tune of—well, anything one thinks to buy. It's getting to be quite a rendezvous, where dealers can meet to exchange ideas, and incidentally do business. At any rate, few leave the premises without a parcel, and few without one of the "Odeon" smiles that won't come off.

Sir Thomas Lipton Compliments Columbia Co.

Sir Thomas Lipton contributed an interesting two-column article to the "Weekly Despatch" of December 2 in "America's Amazing Prosperity." He cites many instances of the thriving character of economic affairs in the great republic, taking as one significant example the Columbia Phonograph Co.'s huge concern. This allusion, which will be of special interest to talking machinists, reads as follows:

"Another interesting illustration of the prosperity of the country I gleaned at one of the largest establishments in the world for the manufacture of graphophones and records at Bridgeport, Conn. The factory has more orders on hand than it can execute inside of a twelve-month."

The London factory of the Columbia Co. is likewise so inundated with orders that it is running twenty-four hours a day, and the Paris factory is also working extra hours. This state of things gives some idea of the prodigious demand for Columbia graphophones and records.

Tom Child Will Sing for Leeds & Catlin Co.

It is expected that Tom Child will accompany Ian Colquhoun on his visit to America to record for the Leeds & Catlin Corporation. Other English artists of repute will follow if necessary, but efforts will be made to avoid the journey for others by opening up London recording rooms in the near future. The Imperial is factored in an enterprising manner in England by Gilbert



TOM CHILD.

Kimpton & Co., and on behalf of the American corporation it is intended to secure some good records by famous English artists, thus giving Americans the opportunity of appreciating our best talent. Mr. Glendinning kindly furnished a few particulars concerning the first two artists he is sending over. In his opinion—and a right one, too—Tom Child is perhaps the best tenor in this country for sacred music. In an open competition to all comers he won first prize of 100 guineas, which is testimony enough in proof of his qualities. His popularity is on a par with Ian Colquhoun (baritone), who has many times received the royal command. In one day no less than four telegrams came asking him to sing at different functions—two from royalty, to sing the national anthem. Ian Colquhoun has also ap-

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality

Best Workmanship

Best Value

Agent for England and Colonies:

O. RÜHL, 6 and 7 Red Cross St.
London, E. C., England

To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued.)

peared as principal baritone in the celebrated Carl Rosa Opera Co. His stay in America will be short, owing to an early March engagement in London.

Application for Injunction Refused.

The National Phonograph Co., Ltd., applied to Justice Joyce in the Chancery Division for an injunction and damages in respect to loss of trade due to the conduct of the Edison Bell Co. It was stated that the plaintiffs had placed the defendants on their suspension or "black" list. Notwithstanding this, the defendants had procured 700 of the plaintiffs' phonographs through plaintiffs' agents, who either acted in ignorance or in breach of their agreements. The plaintiffs complained that although defendants had not sold under price, they sold their own records with the machines, which plaintiffs contended was detrimental to their business. Justice Joyce held that there was no evidence that defendants had incited the agents to violate their contracts with the plaintiffs, and that the latter had suffered any loss. The action entirely failed and must be dismissed with costs.

An Unique Record.

The novelty of a phonograph being heard through a phonograph, is presented in the Sterling record, entitled "The Absent Son." It describes a colloquy between an old couple and their absent son. It occurs to one that it would be a splendid idea to hear the absent one's voice. Accordingly, a record left behind by the boy is put on a phonograph, and the voice singing "Home Sweet Home" is heard, accompanied by the delighted criticisms of the old people. Needless to say extra large quantities were ordered by the factors, and reports prove it to be much in demand.

The Potency of Advertising.

If proofs were wanted of the potency of advertising, it would be furnished by a post card recently received at the Columbia Phonograph Co.'s Manchester Branch. By reason of the peculiar form of address it bears, this card is something of a curiosity. In place of the firm name, the words "Paris, St. Louis, Milan" appear. The unique successes gained by the company at the Paris, St. Louis and Milan Expositions have evidently been emphasized to some effect in Columbia advertisements.

Secure Prize at Milan Exposition.

The first prize has been awarded by the adjudicators at the Milan Exposition to the manufacturers of Fonotipia Celebrity Disc Records—an honor which deserves our heartiest congratulations.

Simpson & Co.'s Good Business.

Simpson & Co., of Shoreditch, are most enthusiastic over the present conditions of business. In reply to a question, Mr. Simpson told me that cylinder records continued to lead the way as regards sales, but at the same time assured me that the demand for discs was increasing and it would not be so very long before the call for

both would be about equal. Simpson & Co. laid in a stupendous stock in anticipation of a great rush at Christmas, and events prove that it was well they did so, for to use Mr. Simpson's own expression, the business done far surpassed that of previous seasons leading up to Christmas.

Who Discovered W. H. Berry.

Who among talking "machinists" is not familiar with the name of W. H. Berry? The hundreds of comic records he has made for the Columbia Phonograph Co. have gained him a very wide constituency of admirers, and no wonder, for his excellent enunciation insures that every item of his effervescent humor is enjoyed. A few months back the "Daily Mail" stated that George Edwardes, the well-known theatre manager, had "discovered" Mr. Berry and offered him a prominent part in the cast of a play he was staging. Properly, enough, however, the Columbia Co. claimed that they had recognized Mr. Berry's powers long before. On undertaking his new role of principal comedian at Daly's Theatre, Leicester Square, Mr. Berry found himself at first so closely occupied as to have to forego his record making for a time. But the talking machine public may now enjoy some further editions of his sparkling comedy, for he has recently entered into another contract with the Columbia Co. He will sing exclusively for the Columbia Co., and his new items will be published in supplementary lists from time to time.

SOME RAPID TRAVELING.

Evan Williams as Great a Favorite in London as New York—An Interesting Account of His Travels.

Evan Williams, the well-known tenor, who recently appeared in concert in New York with much success, is a great favorite in London, and we clip the following from The Gramophone News of that city, which will be of interest to his many American admirers: "Mr. Evan Williams, the famous tenor, sang at a big concert in New York on a Friday; sailed for England to sing for us on the Saturday morning. Mr. Williams arrived on the Monday week, sang for us on Tuesday, Wednesday and Thursday, was photographed listening to his own records on Friday, and sailed for New York on Saturday, Nov. 15. This is nearly a record—a singer coming 3,000 miles to make twelve records. Mr. Williams is due to sing in America at a big concert within forty-eight hours of landing. Apropos of his records, we asked Evan Williams, who, by the way, is a Welshman, why he wanted to sing 'Jean,' 'Little Boy Blue' and others so softly. Mr. Williams' reason will be interesting to gramophone enthusiasts. 'When I sing,' says Mr. Williams, 'I must make a picture—I must see the whole scene which the words convey. Unless I can do this I am merely—forgive me for so putting it—a singing machine. "Jean" must be sung softly.

Think of it; here is a man in his own room dreamily thinking of his dead love. He sings softly, of course. In "Little Boy Blue" I must keep piano all the time, for the little boy is lying dead. Hush! can't you see his pretty face. Unless the listener can also make a picture of my songs when listening to my records he or she would not be in sympathy with me. I want to get at the hearts of the people, not to excite their admiration for my singing. The words and the picture are everything to me. Do you think," asked Mr. Williams, turning to us, 'your gramophonists realize what I try to convey?' We assured him that all our good friends asked for more and more of his records. Were we right?"

ALPHABET OF PROVERBS.

A grain of prudence is worth a pound of craft.

Boasters are cousins of liars.

Denying a fault doubles it.

Envy shoots at others and wounds herself.

Foolish fear doubles danger.

He has hard work who has nothing to do.

It costs more to avenge wrongs than to suffer them.

Knavery is the worst trade.

Learning makes a man fit company for himself.

Modesty is a guard to virtue.

Not to hear conscience is the way to silence it.

One hour to-day is worth two to-morrow.

Quiet conscience is quiet sleep.

Richest is he that wants least.

The boughs that bear most hang lowest.

Upright walking is sure walking.

Virtue and happiness are mother and daughter.

Wise men make more opportunities than they find.

You never lose by doing a good act.

A GREAT PLANT AT BRIDGEPORT.

The American Graphophone Co., makers of the Columbia phonograph, have installed a producer gas fuel plant at their great plant in Bridgeport, Conn., which has replaced all the illuminating gas formerly used for fuel purposes, and is said to have given better satisfaction than was derived from using illuminating gas, for the reason that the heats are obtained quicker, and, as the air blast necessary for illuminating gas has been done away with the attendant inconveniences due to soot and dust are avoided. The cost of the producer gas is approximately 30 cents per 1,000 cubic feet, which is practically one-third the cost of illuminating gas in Bridgeport for fuel purposes. The cost of fuel alone is about 15 cents per 1,000 cubic feet of gas, the additional 15 cents covering interest on the investment, depreciation and repairs on the plant, and attendance, all of which must be allowed for in comparing the cost with that of the gas as formerly supplied by the Bridgeport Gas Co. It is estimated that this new plant will save its cost within two years.

The plant has a total capacity of 60,000 cubic feet of producer gas per hour, the equivalent of 10,000 cubic feet of illuminating gas. The gas is used chiefly for heating wax kettles for melting the wax used in graphophone records, and also for japanning, soldering, heating type metal, and wherever illuminating gas was previously used. The plant includes three units of 200 horsepower each, or 600 horsepower in all, and is run continuously 144 hours a week. One man by day and one by night are all that are required for its operation.

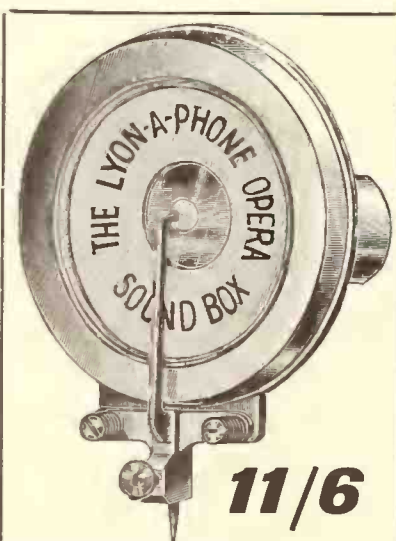
Julia Marlowe, the well-known actress, is taking dancing lessons with the aid of a talking machine. In the production of "Johannes" she has the role of Salome, which calls for a dance. In order to get the music that she desires, and not to have pianist with her for all the time the actress had the music for the Salome dance put on her "talker."

THE LYON-A-PHONE Opera Sound Box

The best sound box on the market.

SOUNDS LOUD AND CLEAR.

The price is right—11/6 retail—and all foreign and colonial dealers are invited to write for special terms. We hold a large stock of accessories, all makes of machines, records and novelties. We will send lists post free upon request. Write to-day.



A. LYON & CO., 75 City Road, London England

ADVERTISING A GREAT BUSINESS FORCE.

Some Splendid Illustrative Work Used in Connection With the Beka Record and Which Can be Utilized Most Successfully by Jobbers and Dealers in Their Publicity—Valuable Pointers Upon Advertising and How Cuts Can be Used to the Very Best Advantage.

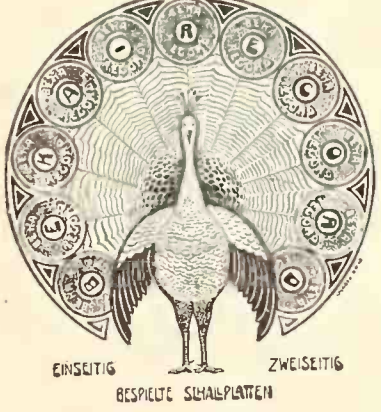
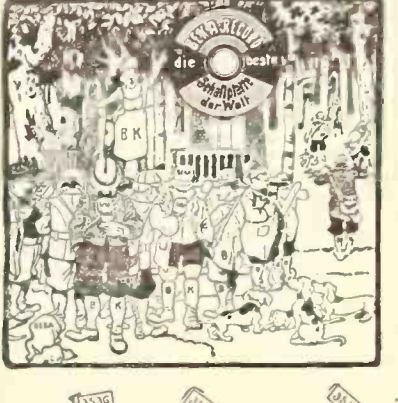
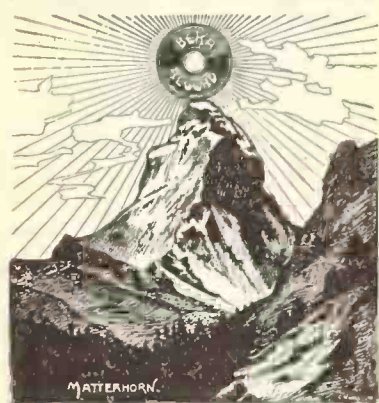
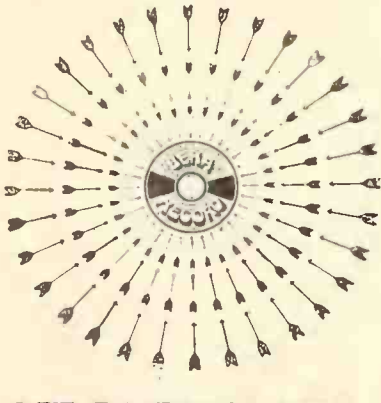
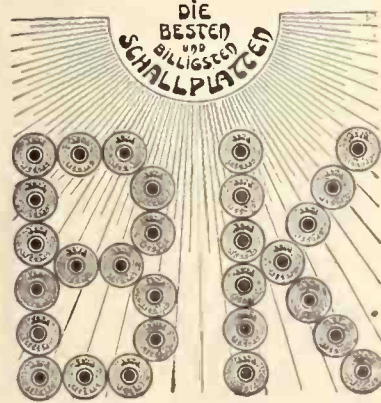
To-day more than ever the one potent factor in business is advertising, and the man who does not wish to be left behind in the struggle for existence must see to it that he advertises, and not only must he give sufficient publicity to his article, but his advertisements must be of such a nature as to immediately attract the eye and practically force the reader to stop and read them.

The following few general rules to be observed

in advertising may be well known to you all, but bear repeating as they are of pre-eminent importance to the success of your advertising.

The two great advertising mediums for the business man are the trade journals and the newspapers. Every business man, whether manufacturing or selling talking machines, realizes the importance of patronizing the leading trade journals. It is the trade journal which is the business man's close companion. It is

on his desk, and frequently it goes with him to his home where, after long business hours, he carefully scans its contents. The trade paper is the paper of the specialist, and no one can afford to overlook its importance and helpfulness to industrial pursuits. The trade paper is a stimulator, and a builder of industry in the broadest sense. The newspaper appeals principally to the public, and therefore a newspaper advertisement must above all be prominent, because we must not forget that on opening his daily the reader is presented with a bewildering mass of advertisements of every conceivable kind. Now a very simple way to obtain this prominence is to have plenty of white space around your advertisement. This at once singles it out from its fellows, and even the casual observer cannot fail to be attracted. The same ad-



vertisement occupying the regulation number of lines and columns would probably not even call for a glance simply because it is one among the many.

Be original! Do not consider it necessary to follow the beaten path. Originality secures attention, and this is just what you are aiming for. Once rivet the attention of the man in the street and he will very soon get beyond taking only a passing interest in your advertisement.

Be persistent! The answer very often met with, when asking how a certain advertisement is drawing, is: "Oh, it brought no results, so I have dropped it." Now, that's a mistake. Put yourself in the customer's place. Do you always respond to an advertisement the first time you see it, even if the article advertised is one you are particularly after. No; simply because there is always an abundance of offers, and you, as a

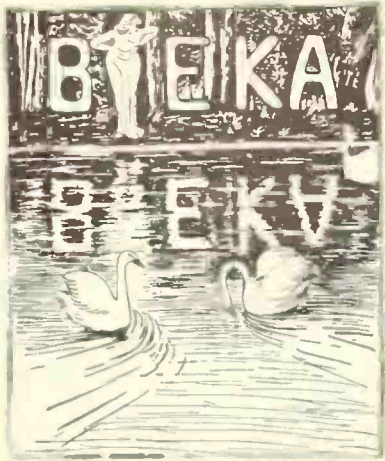
prospective purchaser, wish first of all to try and find out which is the best and cheapest for you. Hence it is that an advertisement may appear time and time again and still not show any results, but you may depend upon it, if you are putting in the right kind of advertisement, success will come. Why the very regularity with which your advertisement appears—provided, of course, it is one calculated to draw attention—will impress it on the reader's mind, therefore be persistent.

Avoid advertisements which oblige the reader to turn his paper upside down or at an angle, to enable him to read them. To the majority of people such an advertisement is not a novelty but a nuisance. It is putting a difficulty in their way.

Except in special cases avoid a confusion of lines, fancy letters, decorative frameworks and

the like, because all those things tend, as a rule, to detract the reader's attention from the advertisement. Choose clear, bold type, see that a good impression is obtained from your electro, and let the wording be short and to the point. A lengthy display of text is often bewildering to the reader, and besides takes up too much of his time.

It has been a pleasure to us to have had the opportunity of reviewing the Beka booklet, and we must confess that their manner of advertising appeals very strongly to us both by its originality and the fine discrimination which they have displayed in the choice of their subjects. A pleasant and restful tone characterizes each illustration, and while appealing to the artistic sense, the practical side of the question has not been lost sight of, and the text is so arranged as to force itself unconsciously on the attention of the



DIE STUNDE DES ERFOLGES



reader. You will observe that in some of the electros black is the dominant color, whereas in the others the whole effect is gained by a happy combination of graceful lines against a white background. Now the suitability of your electro for the particular advertising organ is very important, and in this respect it is well to remember that an electro with a white background can be used to advantage in a newspaper, because it is just here that your advertisement is thrown into strong contrast by its so to speak "empty" background, the other advertisements surrounding it producing a more or less dark tone by their close proximity to each other and the fact that in the majority of cases type matter is the principal factor. On the other hand, the electro, with a black background, looks well as a full-page advertisement in a journal or trade paper, because here the subject and text are both thrown into strong relief by the prevailing black, and the whole page produces a startling effect and commands instant attention.

The Beka Co., Berlin, some time ago published an advertising album, in which the electros were given on a larger scale, and the same created quite a sensation in the trade. They inform us that the electros appearing in the present booklet have been used in practically every country on the globe for advertising purposes, especially in India and China, where they have had remarkable success. They further state that they place these electros at the disposition of their regular customers entirely free of charge, and are prepared to deliver the same in any language desired. The Beka is evidently fully alive to the possibilities of advertising, and their offer should meet with a hearty response.

INCIDENT OF SPERRY FIRE.

During a fire which destroyed the talking machine store of N. A. Sperry in Hartford, Conn., recently, a fireman hearing a voice issuing from the rear of the store, rushed into the flames only to discover that his heroic action was for naught, for the sounds he heard came from a talking machine which had been started by the pressure of a stream of water.

AN ODD RECORD FROM MAP.

Dr. William H. Furness, a fellow of the Anthropological Institute of Great Britain and Ireland, has been lecturing before the Lowell Institute on "The Kayan and Kenyah Tribes of Borneo, and the Natives of Uap in the Caroline Islands." In connection with his very interesting remarks, Dr. Furness showed a number of moving pictures of various dances, of a medicine man curing a headache, and of a woman's dance. On talking machines Dr. Furness reproduced a love song by the belle of the island, the medicine

man's charm in curing a headache, in attempting to quell a storm by threatening it, in counteracting the effect of a bad breeze, in driving away the spirits of dead people which have come back claiming that they were not honored enough. In all these charms the medicine men use a language which is not understood by them any more, the words having been handed down from generation to generation. It is believed to be the primitive Uap language.

RECORDS OF PATRIOTIC SONGS

Will be Seasonable Next Month, When Two Holidays Will Occur—Dealers Should Make Selections and Give Recitals.

The placing of seasonable records before customers is becoming quite the fad with many progressive dealers. During the coming month occur two holidays which are purely patriotic, and the average retail dealer will find it to his interest to prepare a list of records suitable for each occasion, and advertise the same to his customers. Lincoln's birthday, which is generally observed in the North, will prove a good time to push the many songs by Foster, nearly all of which are found on both cylinder and disc records; the songs of the late Civil War, and the band selections pertaining to the same period. Washington's birthday is observed in every section, and such records as "The Star Spangled Banner," "America" and the many kindred national anthems and patriotic compositions, both instrumental and vocal, can be featured to good advantage. This class of advertising is both economical and effective, and it can be made doubly interesting by giving a concert of the special catalogue prepared for each occasion several days in advance.

CLUE FROM A PHONOGRAPH.

Mrs. Rorer Recognized Husband's Voice—Wants Back Alimony.

While waiting for a ferryboat recently, Mrs. Grace E. Rorer, a Brooklyn school teacher, dropped a penny in the slot of a phonograph and then stepped back to listen. A high tenor voice sang one of the latest popular airs. Mrs. Rorer grabbed the arm of a woman who was with her. "Do you hear that?" she asked excitedly; "that's Fred's voice."

Mrs. Rorer paid no more attention to the latest popular air, but examined the phonograph to learn its make. That same day she went to her lawyer and told him she had a clue to the whereabouts of her husband, Fred G. Rorer, who disappeared, and who for some time was tenor soloist at the Clinton Avenue Congregational Church, Brooklyn.

Her lawyer learned that Rorer was employed by the phonograph company when he was not busy on the vaudeville stage as a member of the Rialto Comedy Quartette, where, it is said, he earned \$100 a week.

The lawyer learned that the Rialto Quartette was to be at one of the Brooklyn theatres last week. He appealed to the court, with the result that Rorer will have to appear to show cause why he should not be adjudged guilty of contempt of court for not paying alimony.

H. H. HOLLEMAN VISITING THE NORTH.

H. H. Holleman, president of the Texas Phonograph Co., Houston, Tex., accompanied by Mrs. Holleman and their son, have been spending the holidays in North Carolina, and are visiting New York this week for the purpose of calling at the Edison factory. They will make quite a stay in the North, as it is Mr. Holleman's intention to select a large stock of talking machine goods for the spring and summer trade.

J. B. Finlay, a music dealer of Danville, Ky., has moved to new quarters on East Main street, that town, and will engage in the manufacture of a phonograph horn of which he is the inventor.

FIBRE FIBRE
The "MEGA"



Perfect in Timbre

Built on the principle of the sounding board.

WITH ITS USE

Prospective machine customers are quickly interested. More machine and record sales are made possible.

DON'T YOU THINK THESE BENEFITS WORTH HAVING?

Your line of horns is not complete without the "Mega." It's a sales hook you can depend on every time. You can't employ a better medium.

Any one of our many types will convince you our arguments are reasonable.

Let us send you our literature.

If your jobber cannot supply you with the "Mega," write us direct.



A Type, Style and Price for Every Requirement.



Makers, E. A. & A. G. SCHOETTEL, Broad Street, Maspeth, Queens Co., N. Y.

Mr. Dealer!



Of course, you have your life insured. Neither could you rest soundly for even one night, had you overlooked the expiration of your fire insurance policy.

You work faithfully early and late for the money that comes over your counter, and yet you dump that hard earned cash into a drawer, unprotected in any way against carelessness or dishonesty. A wise business man will account to the penny for every transaction. Why not start the new year right? Instruct your clerks in our system and let the "Victory" account for you. Send for catalogue.

Representative Wanted

"Victory" \$65.00 "Victory, Jr." \$40

H. C. MEHDEN

Phone 3445 Columbus 145 Amsterdam Ave., New York

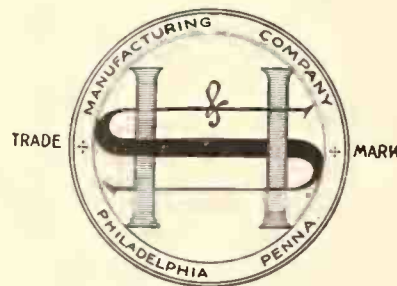
A PROGRESSIVE AGE DEMANDS CONSTANT IMPROVEMENT

In the early days when we first introduced Horns with Japanned Bodies for use on Talking Machines, it was our custom to bake the horns after applying the japan, so as to harden the coating. This method of finishing presented many advantages to a manufacturer, among which were the low price of japan and the quick method of completing the product. From an economic standpoint we were loth to abandon this process, but we found, through a series of costly experiments, that we could secure a far better and handsomer finish through a proper process of air-drying than could be obtained by the old method of baking.

Our improved method not only entailed a large increase in cost of materials, but necessitated, as well, extensive space, so as to permit of the air-drying process becoming effective, as well as additional care in handling the product.

The one great object we were after, and which we feel has been attained, is better product. With the materials and methods we employ, we secure a handsome, brilliant color effect and a coating that will not crack off. At the same time, it has the lasting properties of a baked process.

If you purchase Horns bearing our trade-mark you are sure of getting satisfaction.



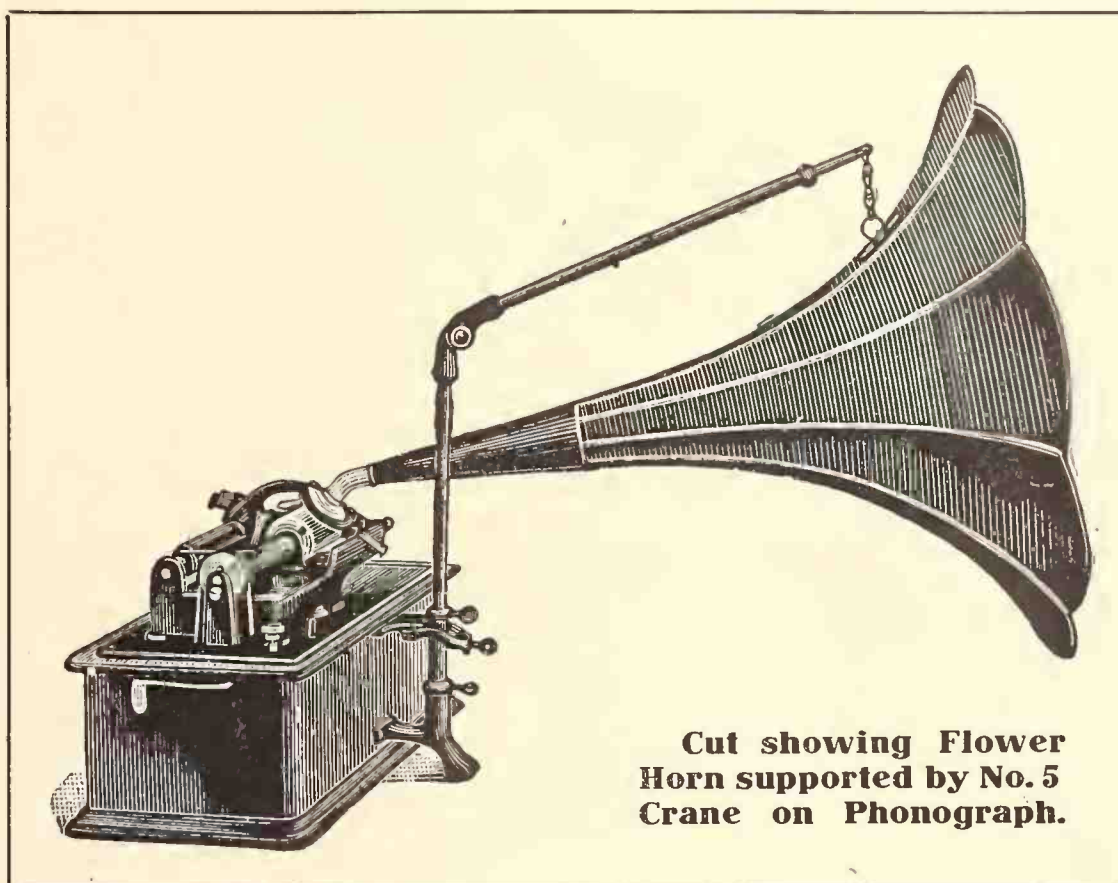
Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

HORN CRANES

Increased production and improved methods in manufacture have enabled us to decrease cost in producing our Patented Horn Cranes. We therefore beg to announce that on and after January 2d, 1907, the list prices on our Patented Horn Cranes are as follows :

No. 5 Horn Crane,	-	-	-	\$1.75
No. 6	"	"	-	1.25
No. 7	"	"	-	2.00



**Cut showing Flower
Horn supported by No. 5
Crane on Phonograph.**

Dealers and Jobbers everywhere are familiar with our line of Patented Horn Cranes. They are universally acknowledged to be the handsomest and best on the market.

Quotations furnished trade on application.

Remember, our horn cranes are fully covered by letters patent, both in the United States and Foreign Countries, and dealers and jobbers can make money on every one they sell, as well as secure thoroughly satisfied customers.

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

100,000 RECORDS ALWAYS IN STOCK

JOBBER

EDISONPHONOGRAPHS
RECORDS, ETC.GENERAL SUPPLIES
FOR
CYLINDER MACHINES**Douglas Phonograph Company**

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.

RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street

Cable Address, Doughphone, N. Y.

New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS

VICTORTALKING MACHINES
RECORDS, ETC.GENERAL SUPPLIES
FOR
DISC MACHINES

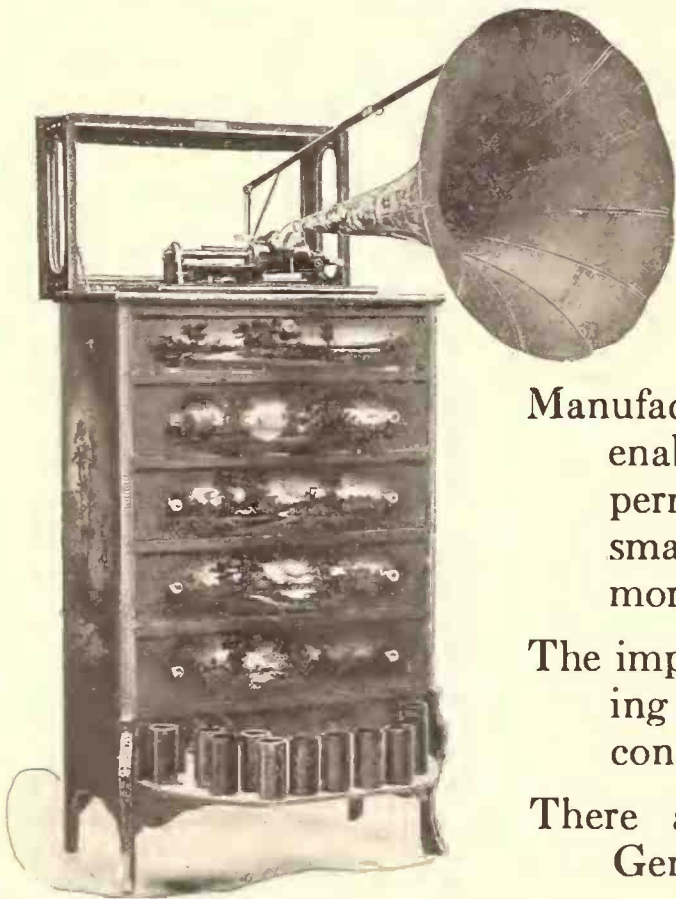
AS ORIGINATORS OF

COMBINATION CABINETS

.... FOR

PHONOGRAPHS AND TALKING MACHINES

we believe we are conservative in stating that No Talking-Machine Business is complete without an assortment of these Cabinets.



Discriminating buyers of taste and means are interested in Talking Machines.

BE PROGRESSIVE—
You cannot sell what you do not display.

Manufacturing in large quantities enables us to quote prices which permit any dealer, no matter how small, to carry at least one or more of these business-getters.

The impression created and the resulting advertising received are worth consideration.

There are imitations, but get the Genuine.



Two years' experience, and knowing what is required, go with our Cabinets.

Ask any one who has seen our display and they will confirm our claim, that we have the Handsomest, Best Constructed and Most Practical Cabinets on the market.

Come and see for yourself, or let us send you Original Photographs with full description.

We are quoting interesting prices on "DISC RECORD NEEDLES"—Ten (10) styles of the best kind

Our Pocket Diary for 1907 will be ready January 15th. Should have had it sooner—not our fault—blame the printer. Will be furnished gratis on application. Ask for one.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Record Breaking Business During the Holidays—Jobbers Report Increase for the Year Varying from Twenty-five to Fifty Per Cent. as Compared With Last Year—Gathering of National Phonograph Co. Forces—Another Geissler in the Field—Wurlitzer Co.'s Good Showing—Edison Machines for the Philippines—Strenuosity of Babson Bros.—Talkers at the University of Chicago—Auxetophones for Bachelor's Quarters—Commercial Graphophones Make Great Showing at Hearing on Coal Car Shortage—Kreiling Specially Liked—Crescent Talking Machine Co. May Move Down Town—Phillips Succeeds Thompsons at Rothschilds—Kibbey Places Large Order for Automatic Specialties—The News of the Month in Detail.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 8, 1907.

Reports from all portions of the West indicate that the holiday business in talking machines was a record-breaker. November was an excellent month, generally ahead of last year, but December made a really unexpected showing, jobbers reporting increases varying from 25 to 50 per cent. over the corresponding month of 1905.

Locally, the retail trade showed a very large increase in the proportion of the better grade of machines sold. In the country this was not so pronounced, but still there was a marked tendency in that direction.

The new year has started out most favorably. Jobbers report orders for both machines and records as unusually liberal, indicating that stocks were run down to the minimum by the holiday trade in most localities, and that dealers are stocking up in anticipation of a steady business of large proportions. Liberal stock orders

for records are being placed, and, judging from the large number of machines sold and which will bring the purchasers into the market as immediate buyers of additional records, this brisk buying by the retailer is thoroughly justified.

The latter part of last week witnessed the usual round-up of the Western traveling force of the National Phonograph Co. to meet their principals, discuss the past year's business and plan the campaign for another twelvemonth. This year the gathering was marked by the presence of both President W. E. Gilmore and General Sales Manager C. H. Wilson. Thursday night there was a little banquet at the Auditorium, at which it is understood the Edison emissaries were given hints regarding the company's plans, which served to still further stimulate their enthusiasm regarding the company's enterprise and the excellence of its product. Messrs. Wilson and Gilmore returned east Saturday. The Edison travelers who were present were: W. P. Hope, Wisconsin, Minnesota, the Dakotas and the upper peninsula of Michigan; G. A. Renner, Nebraska, Colorado, Wyoming, Utah, Montana, New Mexico and part of Texas; F. L. Fritchey, Indiana and southern Michigan; M. G. Kreusch, Iowa and Illinois; A. H. Kloehr, Kansas, Missouri, Indian Territory, Oklahoma and part of Texas; H. K. Miller, California, Washington, Oregon, Idaho, Nevada and Arizona.

Manager A. D. Geissler, of the Talking Machine Co., wound up a prosperous year, with abundant evidence of his favor with the powers above and his associates below. A fine nine-pound baby arrived in the Geissler home just too late to hang up his stocking. By way of compensation it is understood that as soon as Mrs. Geissler and son are able to undertake an Eastern trip some beautiful records, entitled "Angel Whispers," "The Boy's

First Laugh," etc., etc., will issue from the Victor laboratory. In addition to his priceless gift from Heaven Mr. Geissler received a beautiful scarf pin, fountain pen and other reminders from his employes.

Although not able to make comparisons with a year ago, the talking machine department of the Cable Company starts the new year with a magnificent record. "The country never had such a holiday trade," said C. W. Long. "Our wholesale business during December was phenomenal, and the best part of it is that our daily sales so far in the new year have been almost up to both in volume and individual character."

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, states in a circular letter to the trade that the year with them showed an increase of 50 per cent. over the previous one. Their holiday retail business was by far the largest they have ever known. Among the notable sales of last month was a \$175 Victor outfit to Governor Deneen.

A. V. Chandler, city salesman for the National Phonograph Co., made only one New Year's resolution. He has foresworn baked potatoes.

The day before Christmas, Monday, was the biggest day in point of talking machine sales the Chicago branch of the Rudolph Wurlitzer Co. has ever known. The closing sales occurred at 11 p. m., when John Otto, manager of the retail talking machine department, sold a Victor-Victrola and records amounting to \$265. Just as the deal was being closed Mr. Siemon, who looks after the wholesale talking machine business, came on a jump from his office on the entresol floor with a telegram from a Western dealer ordering a Victrola shipped by express, but it was too late, as the machine was the last one on the floor.

PROMPT SHIPMENT

The Holiday Rush has not exhausted
our stock of

Edison Phonographs and Records

January, February and March will be
the banner months for *Records*. Buy
from

"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue,

CHICAGO, ILL.

Manager J. Blumberg, of the Chicago branch of the Regina Co., left Saturday, Dec. 22, for a visit to the factory at Rahway, N. J., and will be back about Jan. 10. Jack Wilson, Mr. Blumberg's assistant, spent the holidays in Detroit, and D. C. Laury and I. Sachs, who travel from the Chicago office, came in for the holidays and looked after the office in the absence of the others.

B. Feinberg, of the Western Talking Machine and Supply Co., leaves in a few days for a six weeks' Western trip, which will take him to the coast.

Loring Leeds, of the Leeds & Catlin Co., was a Chicago visitor the middle of December.

The Talking Machine Co. announce that they have been made distributors for the Petmecky needles for the States of Ohio, Indiana, Illinois and Wisconsin. In addition to their general catalogue, they have just issued an attractive booklet devoted exclusively to cabinets. It illustrates and describes a very complete line, both disc and cylinder.

W. C. Fuhri, district superintendent of the Columbia Phonograph Co., has been spending much of his time visiting the various branches in his territory since his appointment to his new position. Both St. Louis and Chicago showed an increase of something like 40 per cent. in December over the same month last year, he says.

C. F. Baird, the new manager of the Chicago office, has appointed F. A. Cass, formerly assistant manager of the instalment department, to be assistant manager of the Chicago office, the position formerly occupied by Mr. Baird, and a well-deserved promotion. The Chicago office has started out on a strong campaign with the dealers in the adjoining States, and a number of additions to the Columbia ranks are reported.

E. N. Clintsman, of Oakland, Cal., manager of the wholesale talking machine department of the Kohler & Chase, jobbers of Edison and Zonophone goods, was a recent Chicago visitor. He was on his way East.

J. Hollingshead, the manager of the Columbia branch at Joliet, sold a dozen disc records to an Italian the other day, who uses them as an aid in learning to play an accordeon. The man does not read music, but by speeding his machine as slowly as possible is able to follow the melody on his instrument, and by constant practice master the selection perfectly. Mr. Hollingshead has made a success of the Joliet office since he took charge a few months ago.

Dean Conant Worcester, Secretary of the Interior of the Philippine Islands, was in Chicago last month and called on George N. Nisbett, wholesale manager for Babson Bros. He left armed with letters of introduction to the officials of the Edison Co., and the superintendent of the laboratory. He intends using Edison machines and records in making anthropological studies of the

various Philippine tribes, getting records of their war cries, the vocal and instrumental accompaniment to their various religious ceremonies, etc. Mr. Worcester is said to be the only white man who has witnessed the death dance of the head-hunting Negritos.

A. J. Morrissey left the latter part of last month for New York, where he will assume charge of the local instalment business of the Columbia Phonograph Co. Mr. Morrissey came to Chicago three years ago and went to work for the company's Chicago office as an instalment canvasser—his first experience in the trade. He soon worked up to the management of the instalment department and afterward took hold of the city wholesale trade, continuing in that position until his promotion.

W. C. Fuhri and E. C. Plume recently visited Davenport, Ia., and speak enthusiastically of the excellent business being done in that city on Columbia goods, both by the Smallfield Music Co. and also their own branch under charge of Mr. Herriman.

Babson Bros., in company with the other jobbers, had an exceedingly strenuous December. The immense stock of Edison records at the disposal of Wholesale Manager Nisbett was nobly equal to the strain, although there was some lively humping to keep pace with the demand on some types of machines. Telegraph orders for records and machines kept piling in up to nearly closing time the day before Christmas.

W. W. Parsons, manager of the commercial graphophone department of the Chicago office of the Columbia Co., not only is capable of working up a good thing but knows how to make it reap the fullest publicity results. As told elsewhere in *The World*, Columbia graphophones were used to excellent advantage in hurrying through the evidence gathered here on coal car shortage. As soon as the machines were in operation on their errand of mercy, Parsons made a lightning descent on the newspaper and press association offices. The results exceeded his fondest expectations. All the papers had accounts of the use of talking machines at the hearing. The News had a column first page story in which the name graphophone was used, and the same was true of the reports sent out by the Associated Press.

Miss Elizabeth Wallace, dean of the junior college and a member of the faculty of the French department at the University of Chicago, has persuaded her Gaelic colleagues to adopt the "phonographic method" for teaching the freshmen to "parley voo."

No such revolution in pedagogical methods has been worked at the university, it is said, since Prof. Robert F. Harper, brother of former President Harper, invited his Sanscrit class to meet him at "coffee" in his bachelor quarters on Sunday mornings.

Miss Wallace's proposal, it is learned, has been adopted by the romance faculty and received the "O. K." of Acting President Judson. All it awaits is an appropriation of \$500 for talking machines.

Under the new method the classroom will look like a laboratory, with rows of machines set on the tables and a nimble professor skipping around with a basketful of cylinders. The students will take their places before a phonograph, insert the tubes in their ears and release the mechanism, at the same time following on the printed page before them the phrases that flow from the machine.

This is called the "laboratory method," as distinguished from the "text-book," and is hailed as a great time-saver in getting the freshmen over the dull routine of "beginners' French." It will not be used at all in the more advanced classes, where the French authors are studied.

The above clipping from the Chicago Evening Post of Jan. 3 forms an interesting sequel to the appearance of L. L. Lewis, of the language course department at Lyon & Healy's at the University of Chicago's nineteenth educational conference, held Nov. 17. Mr. Lewis gave a half hour's talk on the I. C. S. method of language study with the Edison phonograph, dwelt on the value of the outfits as an adjunct to the work of the college professor, the saving of energy and time, etc. His work evidently "landed."

A retired capitalist living at the Auditorium has installed one of the Victor Co.'s Auxetophones in his handsome apartments. By use of a tone regulator and softer tone needle he finds that he can make the tone as soft as desired, while still getting the wonderful reproductions for which the machine is noted. A great deal of the time, however, he uses the full volume of tone and do not find it in the least objectionable. Furthermore, the same man has given an order for another auxetophone for use on his handsome private yacht next summer.

V. W. Moody, sales manager for the Talking Machine Co., says that in a number of instances dealers in Chicago and surrounding territory had a holiday business double that of a year ago. One of his customers sold 526 machines between December 1 and December 25.

George Tresch, manager of James I. Lyons main retail store at 73 Fifth avenue, noted a materially increased demand for the larger and more expensive machines during December than ever before.

G. G. Huseby, of the Huseby Co., Milwaukee, was in town January 7, buying goods. He handles Victor and Edison machines, and declares that his holiday business was double that of a year ago.

James Pickens, manager of the talking machine department of the James Hoyt Piano Co.,

**IT SELLS AT SIGHT.
TO SHOW IT IS TO SELL IT.**

The Crescent Tone Regulator

No. 1 for Victor and Zonophone Disc Machines.

No. 2 for Edison and Columbia Cylinder Machines.

RETAIL PRICE \$1.00.

Liberal Discounts to the Trade. Send for Sample.

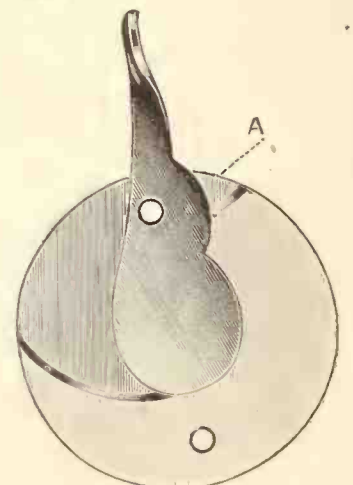
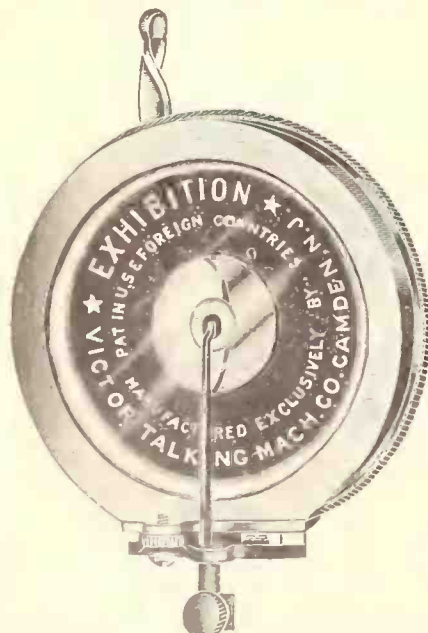
We are the Exclusive Licensees for the manufacture of these goods and will protect our customers in the sale of same.

CRESCENT TALKING MACHINE CO.

(Not Incorporated)

3749 COTTAGE GROVE AVENUE

CHICAGO, ILL.



Of Interest to
EVERY DEALER
in
TALKING MACHINES

We are distributors of
EDISON PHONOGRAPHS
RECORDS AND SUPPLIES
COLUMBIA DISC AND
CYLINDER GRAPHOPHONES
RECORDS AND SUPPLIES
RECORD CABINETS AND
SUPPLIES FOR ALL KINDS
OF TALKING MACHINES

We carry a complete stock and are in a position to make **Prompt Shipments.**

All of our goods are new. No second grade or worn stock is carried in our warerooms.

Our Monthly Specials.

Every month we have an attractive special offer to make to Dealers.

These offers have created great interest and we want to send our announcements to every dealer.

Is **your** name on our list? If not fill out the coupon and mail it to us.

The December offer will be an exceptionally good one.

SEND THIS COUPON

THE CABLE COMPANY
Chicago

Please send announcement of your December special offer, and put my name on your list.

Name

Street and No.

City

THE CABLE COMPANY
Talking Machine Department
CHICAGO

Davenport, Iowa, was in the city after the holidays, stocking up on Victor goods.

The big windows of the Rudolph Wurlitzer Co. were noted for their handsome holiday displays. One was devoted to talking machines and the other to musical merchandise. Both were, of course, decorated in the conventional holiday greens. The talking machine window was given a massive architectural effect by the use of artistic two-column pedestals in white, on which were displayed Victor and Edison machines.

The Central Camera Co., 33 Adams street, enjoyed a fine holiday trade. This concern has made big strides the past year and has done some very aggressive advertising. They have made important improvements to the talking machine department on the second floor, including a new demonstrating room partitioned off on the street front, where plenty of light is afforded.

The Salter Manufacturing Co., manufacturers of talking machine cabinets, report that November and December were the biggest months in their history. Although they have commenced making record cabinets, in addition to their extensive line of music cabinets a couple of years ago, they issued their first complete record catalogue last fall, showing a number of attractive new styles. They proved distinct winners from the start.

Kreiling & Co., manufacturers of the Tiz-It all-metal horn connection for cylinder machines, reports a long list of dealers who have recently taken hold of their specialty in addition to the many who have handled it with excellent results for the past two years. The company commence the new year with additional facilities for meeting the steadily increasing demand for their product.

The Chicago Case Co. are more than justifying their reputation for carrying in stock cases of their own manufacture for all classes of machine. They have succeeded in keeping up with the constantly changing Victor models, an accomplishment which speaks volumes for the company's enterprise and aggressive desire to meet every possible demand of the trade.

Frederick Sheppy, proprietor of the Crescent Talking Machine Co., is seeking a downtown location, and by the latter part of the month will have a completely equipped shop in a central location, where he will do a general wholesale talking machine repair business, catering to jobbers and dealers. Mr. Sheppy is an expert of long standing, and should make a success of his new venture. Mr. Sheppy has invented an automatic brake, which fits any Victor machine and automatically stops the machine at the completion of the record. It works equally well with any size record. It also starts the machine automatically when the sound-box is placed in position. He expects to have it ready for the market in about a month.

Elmer A. Phillips, has been made buyer and manager of the talking machine, musical instrument and toy departments of Rothschilds, succeeding A. S. Thompson, who held the position for so many years. Mr. Phillips comes from the East. He was buyer of toys and sporting goods for Jordan, Marsh & Co., for many years, and for a time had the musical instruments and talking machine in his charge, but relinquished it because of the multiplicity of his duties. He appears to me a keen, energetic man of executive ability, and says that the big talking business of the concern will be featured to a greater extent than in the past.

H. C. Kibbey, of H. C. Kibbey & Co., has just returned from a visit to Binghamton, N. Y., where he left a large order for the electric pianos manufactured by the Automatic Musical Co., for whom he is the Chicago representative. Kibbey & Co., by the way, have in their extensive sales rooms in the Republic buildings, one of the most extensive displays of automatic coin-controlled amusement machines of all kinds to be found anywhere. They are agents for Caille Bros., of Detroit, and show their full line, besides many other goods in the coin-operated machines of all types. In fact, there is nothing in the automatic field that they cannot procure.

X OUR LEADER X



\$10.00

Holds 75 ten-inch records and 75 twelve-inch records
Partitions made of Coppered Steel Wire bent into a quarter circle

Beautifully finished on all sides
Golden Oak or Mahogany

Write for our Cabinet Catalogue

Your regular discount applies
The best values in the country to-day

We have the strength of our convictions

Order the Above Cabinet

If it isn't the best Cabinet you ever had for the money return it to us at our **expense**

When you place your order, try us on some Victor Goods

Remember, We Wholesale Exclusively

If you have not already signed a Victor Contract **with us, Do It Now**

You will want what you want when you want it some day
You will save time then to have the contract signed with us

Write for Sample of **Exhibition Needles.**

Exclusive Victor Wholesalers.



105-107-109 Madison Street,
CHICAGO, ILL.

LYON & HEALY'S HOLIDAY WINDOW DISPLAYS.

Attracted Considerable Attention and Praise from Experts—Gives an Idea of How Window Space May be Advantageously Utilized and Made to Pay a Profit.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,

Chicago, Ill., Jan. 7, 1907.

Lyon & Healy's holiday window displays attracted a great deal of attention, and unquestionably proved an important factor in the big business done by the house during December. Eight of the thirty windows were devoted to talking machines. The accompanying illustration shows the elaborate display made in the window on the Wabash avenue front next to the main entrance. It was an "all-nation" Victor display and furnishes a fine example of special exploitation.

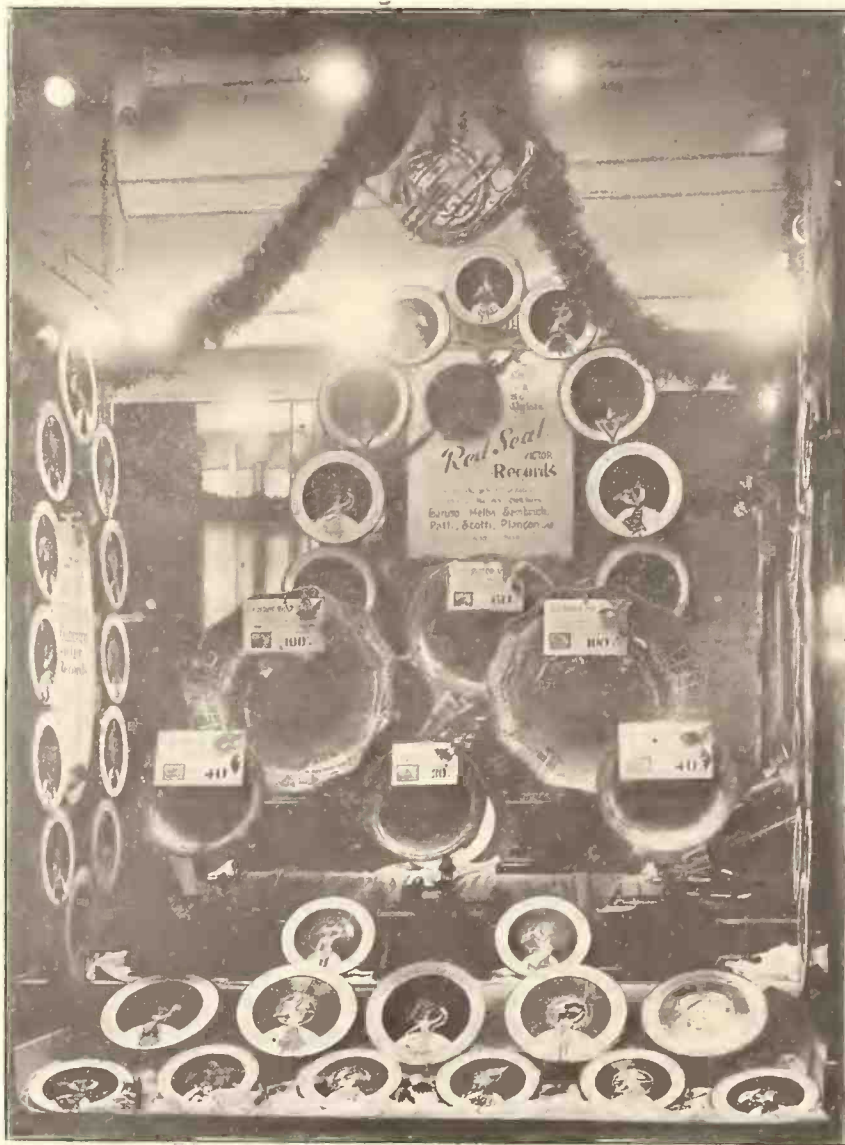
On each side and in the center of the window were large oval frames, to which were attached 44 Victor records, 36 ten-inch and eight 12-inch. These records consisted of national airs, folk songs and instrumental selections, representing no less than 24 different countries. Encircling each record was a white ring of paper bearing the title of the record. At the bottom and extending up over the record to some extent was attached a cut-out picture in colors of a girl clad in the costume of the country represented by the record and waving aloft its flag. These "flag girls" attracted a

great deal of attention on the part of both Simon-pure Americans and those of foreign birth. It certainly called attention to the completeness of the Victor catalogue. Even flag girls from small countries like Portugal, Switzerland and Denmark, were noticed gracing records from their respective countries. One of the several large signs in the window read as follows: "If you want to gladden the heart of your German friends or your friends from France, Bohemia, Sweden or any other European country, why not secure some of the marvelous Foreign Victor Records? It is difficult to find anything that will touch the hearts of people more than their own sweet songs in their own native tongue." The center of the window was built up with a series of steps, on which were displayed various types of Victor machines bearing cards giving the price and a brief description.

On the Adams street side of the store eight windows were devoted to talking machine displays. Six of the windows were alike in general appearance. As in all of the other windows a beautiful green garland was hung from the center of the ceiling, but instead of band or orchestra instruments suspended by red ribbons the pendant was a large oval frame containing a crayon portrait of a Victor Red Seal artist. Those represented in the six windows were Schuman Heink, Emma Eames, Louise Homer Sembrich, Scotti and Plancon. To each frame were attached five of the singer's records. Each of these records was also framed in a white label bearing the title of the selection, but instead of the flag girl there was at the lower part of the circle a large V, 3 inches high and within which appeared a small cut-out picture of the artist. On the floor of the windows were displayed Vic-

tor machines and supplies. One of the signs suggested by Manager Goodwin, of the talking machine department, read: "The Victor Talking Machine is the most unselfish Christmas gift. Bought for one, it plays for all."

The seventh window on the Adams street



LYON & HEALY'S HANDSOME WINDOW.

side exploited the Language phono course department. Seated before an Edison phonograph was the life-size figure of a young woman with the hearing tubes to her ears and apparently following with the text-book before her. The win-

dow was fitted up to represent a cozy library scene and presented a "homey" look which could but appeal to the passer-by. The windows were, of course, the work of Ellis Hansen, the first window-trimmer, and who has become famous for his skill in procuring unusually effective results with goods which do not naturally lend themselves to the varied display furnished by other lines of trade.

EDWARD H. UHL'S SUCCESS.

From a Humble Start He Has Become a Personality of Importance in the Talking Machine Trade—His Views Regarding General Conditions, Person and Prospective.

(Special to The Talking Machine World.)

World Office, 195 Wabash Avenue,

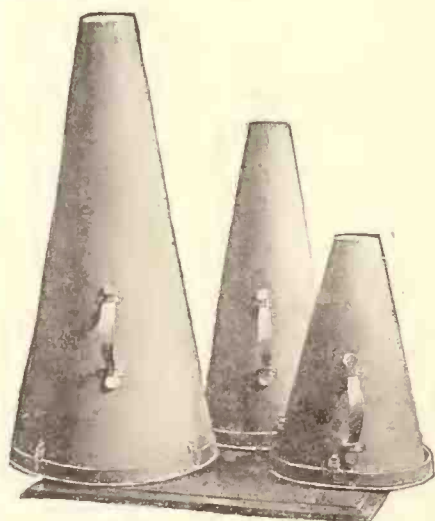
Chicago, Ill., Jan. 7, 1907.

From newsboy to western manager of one of the largest talking machine automatic instrument and musical merchandise houses in the country is the record made by Edward H. Uhl. When he was fourteen years old he commenced carrying papers for the News, of Indianapolis, his native city, and built up a profitable business. He developed salesmanship qualities which attracted attention. After four years of paper selling he spent seven years in the wholesale toy, notion and musical instrument departments of one of the large Indianapolis houses. Then came the opportunity to go with Rudolph Wurplitzer & Co., of Cincinnati, traveling Indiana and Illinois for them. He made good, and after two years his territory was extended to include that west of the Mississippi as far as Denver and north as far as Duluth.

As a result of his energetic and intelligent work, the western business increased to such an extent that the advisability of Chicago headquarters became apparent. The start in 1901 was humble, the Chicago branch consisting of one room in Kimball Hall, equipped with a desk and a line of samples, and Uhl when he wasn't out hustling for business.

Mr. Uhl soon saw the advantage of carrying a stock of goods. As always he moved carefully, and the addition of three rooms accommodated the initial stock. The business grew and removal was made to the third floor of 298 Wabash avenue. Another year brought with it the necessity of larger quarters for the wholesale and also a conviction that a retail store would prove a paying venture. The main floor, basement and the fifth floor of the same building were secured. Talking machines were added in both a wholesale and retail way at this time.

Horn Cases Record and Machine Cases



WE CARRY in stock a full line of cases for Horns, Disc Records, Cylinder Records and Machines. Orders filled same day as received. Our cases give satisfaction wherever sold, and our prices are right.

ASK FOR OUR CATALOGUE

CHICAGO CASE MFG. CO., 142 and 144 West Washington Street
CHICAGO

Last January, finding it impossible to get a long lease on the quarters and foreseeing a steadily growing business, Mr. Uhl made one of the important Wabash avenue deals of the year, securing a twenty-year lease on the Fisher property at 266 and 268 Wabash avenue, which was remodeled throughout, the main floor being devoted largely to talking machines. The store is one of the best arranged in the country, with its magnificent general salesrooms, admirably arranged private record rooms, with the general offices and wholesale talking machine department on the entresol floor.

The wisdom of securing so large a building has already been demonstrated, and the business has increased to such an extent that the occupancy of the entire building is evidently a matter of the not far distant future. Already the company carry as complete a stock of musical mer-



EDWARD H. UHL.

chandise, Victor and Edison talking machines and automatic instruments as can be found anywhere. The growth of the business has been the talk of the trade.

In an informal chat on trade conditions the other day Mr. Uhl remarked that while every department of their business had made a large increase in 1906 over 1905 he was especially surprised at the record made in automatic instruments. "You will find many people who think that the automatic musical instrument has reached its height," remarked Mr. Uhl, "but I am very sure that they are just as badly mistaken as were the anti-talking machine prophets a few years ago. I believe that the automatic musical instrument business is in its infancy, and that the next few years will witness the introduction of many new inventions which will greatly surprise the music-loving public. The time is coming, mark my word, when practically every hotel and restaurant in the country will possess an automatic instrument of some kind, representing

either a complete orchestra or a complete band."

Mr. Uhl looks for a larger trade in 1907 than in 1906. The dealers with whom he has come in contact by mail and personally report that they never had such a holiday business, and the orders now being received speak of depleted stocks and confidence in a brisk trade to come. "It must be remembered," remarked Mr. Uhl, "that, notwithstanding the growth in popularity of the talking machine with the wealthier classes, the great bulk of the business is with those in moderate circumstances—the wage-earners. The numerous advances in wages the past three months has increased the purchasing capacity of these people, has given them confidence in the future and serves to loosen up their purse-strings. The farmers were never in better condition, and, take it all in all, the outlook prospects are in favor of the biggest year the trade has ever known."

VICTOR VS. LEEDS & CATLIN SUIT.

Decision Handed Down by Judge Lacombe in Favor of the Victor Co.—Fines the Defendants One Thousand Dollars for Contempt—Decision Appealed and Stay Secured.

The eagerly looked-for opinion in the case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, was handed down by Judge Lacombe, Circuit Court of the United States, southern district of New York, on Jan. 5, 1907. The hearing was up November 30, involving proceedings for contempt of court in disobeying a permanent injunction, affirmed on review by the United States Court of Appeals, second circuit. The defense urged that the Berliner patent, which has been sustained twice on appeal, covered the machine only, but not the record. Judge Lacombe now decides it a "case of contributory infringement," and fines the defendant \$1,000 for contempt, the collection being suspended pending appeal. The complete text of the opinion follows:

"Circuit Court of the United States, southern district of New York. Victor Talking Machine Co., et al., complainants, against Leeds & Catlin Co., defendant. Aside from any other questions arising upon this motion as to disobedience of injunction order, I am entirely satisfied from the proofs that defendants, not only in the instances set forth in complainant's moving papers, but in very many other instances, have manufactured and sold the records of claim 35 with the intent that they should be used in combination with the other elements of that claim in machines other than the 'mechanical feed.' Indeed, it is difficult to escape the conviction that the larger part of defendant's sales were contrived by them to enable the owners of reproducers purchased from complainant or its licensees to produce such musical pieces as such owners might desire to hear, through the co-operation in combination with such reproducers of records made by defendant instead of records made by complainant.

"No effort to restrict the use to which defendant's discs should be put by notice on their face or otherwise was made until after motion, and the affidavits are not as satisfying as they might be that such notice has since been affixed; and such notice might fairly go further and advise the purchasers that to use it on one of complain-

ant's machines would make the user an infringer. This seems to be a case of contributory infringement—an entirely voluntary and intentional one—not in any wise excused by the circumstance that complainant had theretofore sold reproducers combined with other records to such owners. (Am. Graph. Co. v. Leeds, 87 F. R. 873.) Nor is the substitution of these new records, bought more frequently in order to increase the repertory of tunes than as substitutes for worn-out discs, and wholly unlike the toilet-paper in Morgan envelope case (which was destroyed by a single use) in any legitimate sense 'repairs.' (See Davis Electrical Works v. El. Light Co., 60 F. R. 276.) Nor is the advice of counsel a sufficient excuse, although where it has been honestly relied upon a heavy penalty will not usually be imposed, but only a sum sufficient to reimburse the moving party and act as a deterrent from future infringing actions.

"Defendant is found in contempt and a fine imposed of \$1,000, one-half to United States, one-half to complainant. Collection will be suspended pending appeal."

LEEDS & CATLIN SECURE STAY.

Regarding the stay granted the Leeds & Catlin Co., in their suit with the Victor Talking Machine Co., decided in favor of the latter by Judge Lacombe on January 5, Louis Hicks, counsel for the former concern, furnished The World the appended written statement:

"Under the orders signed January 11, 1907, by Judge Lacombe, in the United States Circuit Court, the right of the Leeds & Catlin Co. to sell disc records for use on all mechanical feed device machines is again established. In addition the Leeds & Catlin Co. have the right, under the orders of the court, to sell disc records, pending appeal, on all licensed Victor, Columbia and Zonophone machines and all other machines licensed under the Victor Co.'s patent, No. 534,543, in replacement of the record thereof. On the settlement of the orders Judge Lacombe stated that the question raised was a pure question of law, which should be passed upon by an appellate court. Whether the Victor Co.'s patent on the swinging arm machine has expired or not is a question which the Leeds & Catlin Co. are taking to the Supreme Court of the United States."

E. F. Leeds, president of company, said to The World: "This stay clears the way for the suit which will determine whether or not the record is or is not an integral part of a talking machine and as to the validity of the existing patents. We are now in a position to continue the manufacture of records, and will continue to put out our monthly lists as heretofore, as the stay is indefinite and will continue in force until the decision of the suit, and of that we can foresee but one ending, and that in our favor."

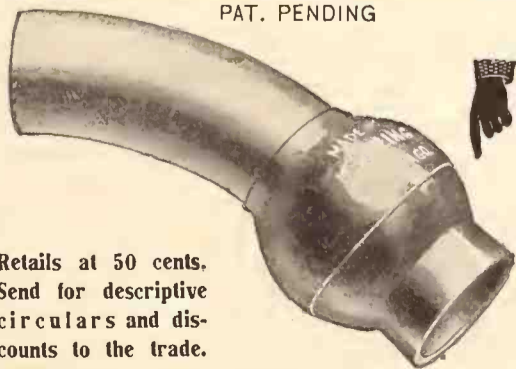
NEXT MEETING OF ASSOCIATION.

The next meeting of the Eastern Talking Machine Jobbers' Association will be held to-morrow (January 16) at the Grand Hotel, 31st street and Broadway, New York. The session will commence at 2 p. m. As the hotel will be made the headquarters for the talking machine trade during the Automobile Show at Madison Square Garden, which will be open from the 12th to the 19th, a large number of representative jobbers are expected to be present. Formal notices to this effect were sent out by Secretary Jacot last Wednesday, which were accompanied by printed copies of the constitution and by-laws.

F. W. Woolworth, of F. W. Woolworth & Co., who own a chain of five and ten-cent stores, the president and controlling stockholder of the Musical Echo Co., of Philadelphia, Pa., has been investigating a large piano player manufacturing plant, contemplating removal from the Middle West to the East, providing sufficient capital can be raised, with a view of acquiring an interest. As Mr. Woolworth is rated at about the \$10,000,000 mark, the people having the proposition in hand are sanguine he will advance the major part of the finances.

See That Ball?

PAT. PENDING



Retails at 50 cents. Send for descriptive circulars and discounts to the trade.

TIZ-IT

THE NEW HORN CONNECTION—NUFFSED

KREILING & COMPANY

Inventors and Sole Manufacturers

855 North 40th Avenue - - CHICAGO



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Published the 15th of every month at 1 Madison Ave. N. Y.

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ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, JAN. 15, 1907.

TALKING MACHINE men who have watched the upward trend in everything in the industrial line are now asking if there will be an advance in wholesale prices of talkers during the present year.

As we view the field, it is a mighty difficult question to answer, for, according to all generally accepted rules in business, the manufacturers would be perfectly justified in advancing prices, because for months past they have had to pay increased rates for everything which enters into the composition of talking machines. We may say that each and every one of the metals used has been advanced materially. All of the finer woods have gone up at a surprising rate, and even the ordinary boxing lumber has advanced, so that it cuts no unimportant figure in the annual expense account. Labor, too, and general expenses have joined the upward trend in such a way that the talking machine manufacturers have found, after a general summing up at the close of the year, that they have been conducting business on a thin margin of profit.

IN fact, to-day, if it were not for the increased business that is conducted by the leading concerns the profits would be indeed small, for it must be conceded that the profit on a talking machine, when every legitimate expense has been charged against it, is very meagre. And still the tide of expense to market a product is steadily rising. Therefore, the retailers should understand that up to the present time they have been specially favored by manufacturers who have not increased their wholesale rates. In the meantime the manufacturers have sought by every possible way to reduce the cost of creating instruments without charging up to the retailer a fair advance. They have perfected systems in their factories, and have sought constantly to hold down the expense account by systematic application of rules in every department of the business.

THE retail trade has profited to a considerable degree by these conditions, and it is doubtful, however, how long they may be continued in vogue. In Europe prices have been marked up, and it may be said that machines and records are sold at better prices than in the American market. Whether this advance will come or not we do not know, but it is well to understand the true condition of the manufacturer to the retailer, and what he has done thus far to give the latter every advantage which could reasonably be expected in a business enterprise.

THERE are some, however, who believe that a rise is inevitable. Of that we cannot say. It may be remarked that January of the present year opens up with brighter prospects than ever before, and there is no reason why 1907 should not surpass the year so recently laid to rest in point of business accomplishments. Labor is unusually well employed, and in the great centers of trade activity the weekly distribution of wages is enormous. Such conditions must materially benefit the local talking machine dealers, and in the great West there is every indication of an early spring trade and one of unusual trade strength. The farmers are in a better position to buy than ever before, and, judging from the demand for higher grade instruments, it is apparent that they desire the best.

It is surprising, when we consider the increase of sales in the high-priced instruments. They have steadily advanced in numbers until to-day it is no unusual transaction to dispose of a high-priced machine which only a short time ago would have seemed to be a rare trade occurrence.

JANUARY, of course, according to the traditions of the talking machine trade, is a dull month, and we wonder if its dullness is not accentuated by reason that a certain amount of energy is withdrawn from the selling department of business. Talking machine dealers have gotten into the habit of believing that January is a quiet month, consequently there is a lessening of energy, and January invariably lives up to its old-time record as a dull month.

Now, is this good business? Should not there be a determined effort to make January a record-breaker for increased business? We note from the advices which reach us from our various representatives in many cities that the talking machine men are using but little advertising space for the present month.

IT is a mistake to think that all of the sales have been made up to Christmas, and that it is necessary to sit down and wait for new business to develop after the holidays. Such a belief is a fallacy. There is always plenty of good business if a man goes at it right to win it. There is no surer way to lose trade than to remain inactive. A slowing up in the advertising department of the business means that the attention of the purchasing public is not drawn to the talking machine. The people are not attracted to their special merits by reason of the exploitation of the machines in the local papers.

IN our opinion January could be made a satisfactory business month. Its record in a trade sense would be pleasing if the right means were taken to accomplish the desired end. The manufacturers surely have kept up advertising splendidly in the magazines of great circulation; they

are doing their part, but it is up to the members of the local trade to keep up the interest in talking machines. It should not be permitted to lag for a week nor a day. The best way to make 1907 a record-breaker is to use plenty of printers' ink; the investment will bring good returns; there is no doubt about that.

THE far-reaching effect of good advertising is surprising. It will build up an entire industry, and its absence will oftentimes shrink a trade down to a mere nothing—a shadow.

The decline of the American bicycle is largely attributed not to a trust combination, or not to the sudden popularity of the automobile, but to the fact that advertising was withdrawn from the great magazines and the local papers, with the result that interest languished, and the bicycle trade practically became obsolete.

In England the same condition existed until the manufacturers decided after a meeting to inaugurate a lively advertising campaign. This they did, and with the result that the bicycle factories have been running day and night in England to meet the requirements of their trade.

IT will not pay the talking machine people to drop out of local mediums, and the manufacturers cannot reasonably be expected to enthuse the local trade. The dealers must do that for themselves, and if they will take our advice they will start in now to exploit their product properly and not be satisfied with the idea that because many say January is dull that it should be in a trade sense. Trade is what we make it, and with general conditions so prosperous, and with the distribution of over \$130,000,000 in dividends during the month, with a largely increased national pay-roll, with the trade activity everywhere, there is no reason why January should be a dull month in talking machine circles. It pays to keep everlastingly alert in order to achieve business success, and alertness is another name for working every possible avenue to acquire trade legitimately.

IT is probable in the next issue of The World we shall be called upon to announce some trade moves of considerable importance. These matters are now pending, and it is not deemed well to announce them in advance.

ONE talking machine man remarked recently that there were not enough trained young men to go round at present in the industry. The call was too great for them.

Quite natural. The industry has grown at such a phenomenal rate within such a brief period of time that we have not had time to raise and educate a sufficient number of young men to meet the entire demands of the trade. However, it may be said that there is to-day a dearth of steady, intellectual, ambitious young men in almost every trade. The question is, Are the younger Americans becoming too indifferent to the possibilities of trade and commerce? Are they not serious-minded enough to see that their future depends wholly upon their own ability to successfully fill positions? There are plenty of men who to-day have no knowledge of the inner conditions of a business. They do not seek to advance themselves by acquiring an intelligent insight into trade conditions. It pays to put thought and energy into any profession. Without the necessary concentration success is impossible.

HAPPENINGS IN THE EMERALD ISLE.

Prosperous Trade Being Enjoyed This Winter—Some Novelties in "Talkers"—Unique New Year's Greeting—The Whistling Language Exploited.

(Special to The Talking Machine World.)

Belfast, Ireland, Dec. 31, 1906.

North of Ireland dealers have been enjoying a specially prosperous winter's trade, and they look forward hopefully to the first three months of the new year for the completion of what they are certain will be a record season's output of talking machines and records.

Although the "Auxeto-Gramophone" (the nomenclature recently adopted by the Gramophone Co. for the Auxetophone) maintains its premier place in public estimation, the "Sheraton" gramophone and pedestal, which sells at £30 (or \$150), has been much admired. It is of handsome mahogany, beautifully inlaid with satinwood, and occupies "the place of honor" in T. Edens Osborne's reception room.

The latest novelty—on view also in same apartment—is "The Idealophone," though the "Discalarmophone" would be a more descriptive and appropriate appellation. Briefly, it is a disc instrument, the mechanism of which is set in motion by the lever attached to an alarm clock. The latter is neatly fitted in the cabinet of the machine. A gramophone or other disc record takes the place of the "nerve-killing" bell and the sleeper is aroused from his slumber to "the melodious strains of music." The record used to demonstrate the machine is certainly "in harmony with the fitness of things," namely, "Rising Early in the Morning," a popular gramophone comic song by Harry Lauder.

Messrs. Smyth & Co., of Donegall street, Belfast (whose principal is R. Gordon Smyth, the popular traveling representative of the Gramophone Co.), report excellent business. Their trade has been developed on price maintenance lines, and they accordingly enjoy the confidence of their fellow traders, and furthermore, they congratulate themselves that their name has never appeared on any "Suspended List."

One of T. Edens Osborne's recent novel experiences was a demonstration—in his well-known "sanctum" at Scottish Provident Buildings—of the most unique language in the world, the whistling language of the inhabitants of Gomera (one of the Canary Islands). A friend of his, Ernest E. Donnan, of Belfast, who resided for some time in "The Canaries" (and who is a phonograph enthusiast), fortunately had his Edison "Home" with him during his sojourn there, and succeeded in securing three records of the whistling language, made under his supervision by two of the natives, Don Jose Placencia Herera and Don Ramon Santiago, in the capital of Gomera, San Sebastian. In ordinary conversation the inhabitants speak Spanish, but when out of talking range the whistling language is employed with which conversations can be carried on even when the speakers are separated by a distance of a mile and a quarter. It may be here stated that the British Anthropological Society has interested themselves in these rare records, and arrangements have just been completed for a reproduction of them before a meeting of the fellows of that association.

Gomera is an island rarely visited by "the outside world," although a mail steamer calls every ten days. For more than a quarter of a century scientists and travelers have, in their contributions to the press, enlarged upon the unique character of the whistling language, Gomera being the only known country where it is used.

It can be safely affirmed that the records alluded to are the first ever made of the Gomerian language by any talking machine. This island (Gomera) is specially interesting to Americans, for Columbus called thereat on his second voyage to "the new world," and Mr. Donnan visited and photographed the identical house in which the great navigator passed three nights, also the church, still in excellent preservation, in which

he worshipped while in that far-away island.

The Gramophone Co. (London) are undoubtedly the most prosperous and "go-ahead" firm connected with the talking machine industry of Great Britain. The latest manifestation of it was at Christmas, when every dealer in the British Isles received a gramophone record, by means of which the manager (S. W. Dixon) expressed his own and the company's thanks for past favors and his best wishes, and those of the gramophone staff, for "A Merry Christmas and a prosperous new year. When this record was placed on a splendid "De Luxe" gramophone, a customer who was present, exclaimed: "Bedad! that's the first time I ever heard a Christmas card talk."

This being the last day of 1906 on which these jottings are being mailed, I desire to say that Belfast, the business center of Ireland, greets New York, the commercial capital of the United States, and drinks to the health and prosperity of her "American cousins" with every good wish for their happiness during the new year, and especially of the "talker" section of Uncle Sam's family, and couples with the toast the name of one who is respected and esteemed all over the world, Thomas Alva Edison, whose inventive genius has contributed so much to the pleasure, amusement and education of vast numbers of every nationality.

SOME "CHATTY" LITERATURE.

Issued by the Tea Tray Co.—"Chat" as a Regular Visitor—Their New Catalogue.

The Tea Tray Co., of Newark, N. J., have recently sent out to their many friends a very attractive little brochure which they designate as "Chat." "Chat" is a bright little fellow, who carries a horn, of course, of "T. T." origin, in either hand as he makes his bow to the trade. It is the purpose of the company to issue this little booklet at regular intervals throughout the year, and to have it replete with chatty little items regarding the talking machine business, and specifically treating of the Tea Tray products. No doubt the little fellow will receive a warm welcome at the hands of the members of the trade.

The very complete and interesting booklet issued by the Tea Tray Co., and referred to in the cover page of The Talking Machine World for December, has been highly praised for its typographical beauty, and the arrangement of its contents. It contains illustrations and descriptions of all kinds and styles of horns, and talking machines as well as horn cranes and stands. This booklet is cleverly conceived, and must prove of great value to dealers and jobbers who desire to keep in touch with the products of the Tea Tray Co.

THE WINCHELL CO. ASSIGN.

The Winchell Co., of Boston, Mass., made an assignment for the benefit of their creditors on January 9, and J. N. Linscott, 48 Hanover street, that city, has been appointed assignee.

FRIEDRICH'S BIG BUSINESS.

The talking machine department of Friedrich's Music House, 30-32 Canal street, Grand Rapids, Mich., located on the third floor, is one of the most complete in the building. The house handles Victor, Edison and Columbia goods, and each make has a separate trying-out and exhibition room where numerous styles of machines and cabinets are shown. The record room is also of very large dimensions and contains several thousand records, disc on one side and cylinder on the other. A number of handsome machines are also displayed in the musical merchandise department on the main floor.

S. B. Campbell, formerly in charge of the New York office of the Columbia Phonograph Co., has become connected with the Disc Talking Machine Co., of 13 North Ninth street, Philadelphia, in an official capacity.

BUSINESS IS SATISFACTORY

With All Members of the Trade Is the Report at the Opening of the Year—No After-Holiday Quietness Evident This Year.

Jobbers are satisfied with the opening trade of the year, and feel gratified with the outlook. The past month has been one of great activity, and the jobbing contingent predict a better year than that of 1906. The manufacturers are still overwhelmed with orders, and on machines they find it difficult to meet the demand. The sales department of the National Phonograph Co. is still congested, and every effort is being made to fill back orders. The Victor Talking Machine Co. have been unable to catch up on Nos. 1 and 6 but are calculating to pull out of the woods before long. The Columbia Phonograph Co. are in the same predicament.

ECKLAND'S CLEVER BOOK.

O. W. Eckland, manager of the instalment department of the Chicago business of the Columbia Phonograph Co., is the author of a neat little booklet designed for the encouragement and instruction of the big force of instalment solicitors under his direction. Mr. Eckland is an instalment manager of many years' experience, having worked up from the ranks, and in this booklet he has crowded the results of his long and successful experience. We hope in our next issue to make some extracts from this publication, as we believe that they will prove of general interest.

A CLEAN RECORD SURFACE IS IMPORTANT

Very few people realize the importance of the record grooves on cylinder or disc records being free from dust or dirt. The frictional contact of the reproducer, sapphire or needle grinds the record engravings so that the record becomes badly worn where record grooves are not perfectly clean. On the disc record this causes a scratchy reproduction very quickly, and on a cylinder record cuts away the finer tones, which are so necessary to make a natural tone. Place record brushes for cylinder and disc records, provide a simple remedy for this trouble, as every record groove is automatically cleaned by a little brush 40 or 50 times before the sapphire or needle comes in contact with the grooves. A new style brush for the Victor tapering arm machine has been placed on the market, and the Blackman Talking Machine Co., of 97 Chambers St., New York City, who manufacture these brushes, have an advertisement in this issue giving full particulars.

ANOTHER \$1,000,000 INCORPORATION.

Among the incorporations filed with the Secretary of the State of Maine this week, was that of the Automatic Phonograph Co., of Kittery, with a capital of \$1,000,000, for the purpose of making sound reproducing instruments. President and clerk, H. Mitchell, Kittery, Me.; treasurer, S. J. Morrison.

RECORDS BY ALESSANDRO BONCI.

The Columbia Phonograph Co., General, have secured the exclusive sale of disc records made by Alessandro Bonci, the celebrated Italian lyric tenor, now singing in grand opera at Hammerstein's Manhattan Opera House, New York. The Bonci records will continue to be manufactured by the Fonotipia Co. (G. Ricordi & Co.), of Milan, Italy, and only the gems will be selected. The first consignment of these records were sold before arrival, and were placed in stock only in the East. In a few weeks the company will have ready for delivery to the trade a new disc tone arm machine, type BN, especially adapted for instalment purposes. It will be a \$50 machine and a "scheme" cabinet, being introduced as a trade stimulator for the spring.

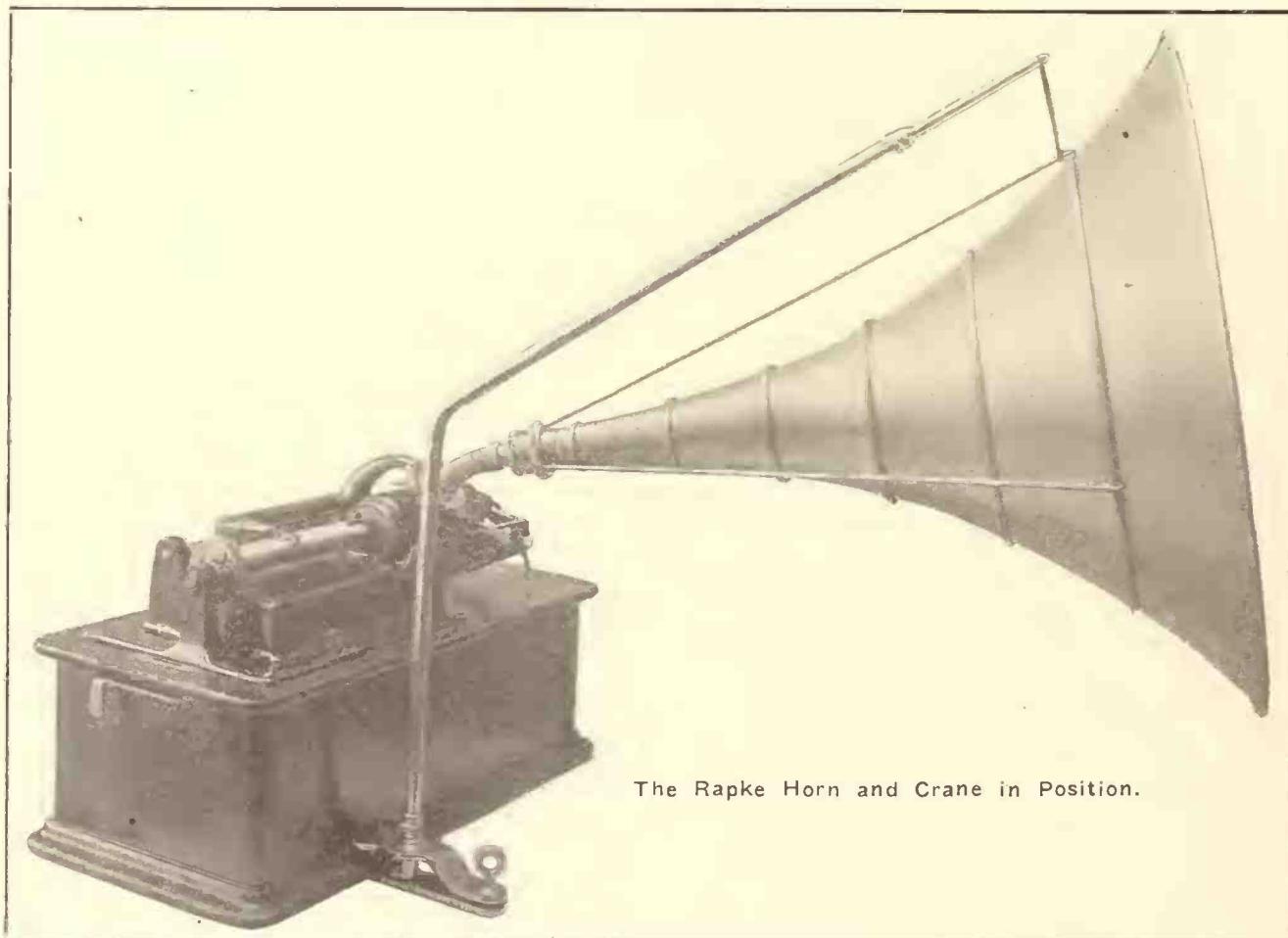
H. Ringel, of the New Jersey Sheet Metal Co., is making a very successful trip through the East.

New Year's Greeting to the Trade!

VICTOR H. RAPKE TAKES GREAT PLEASURE IN INTRODUCING HIS TWO LATEST SPECIALTIES

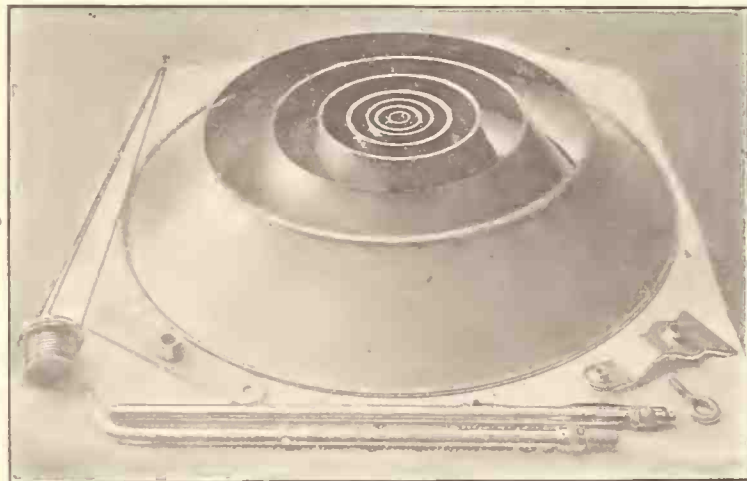
THE RAPKE HORN THE RAPKE CRANE

(Patents Pending)



The Rapke Horn and Crane in Position.

The horn reproduces the record naturally without that disagreeable metallic tone, and is entirely free of foreign noises, vibration or "rattle." Impossible to get out of order. Any person can set it up. Can be packed in small compass and sent through the mails. Can be put together or taken apart in a second. Locked or unlocked, this horn will sustain the weight of any man standing upon it. Can be used on any machine: Edison, Victor, Columbia, Twentieth Century, Zonophone, Auxetophone and all others.



Rapke Horn and Crane in Box.

The crane has been greatly improved and simplified. Cannot break. No castings used. No screws to lose. Cannot get out of order. Highly finished and nickeled.



*Rapke's Specialties are sold
only through Legitimate Rep-
resentative Jobbers here and
abroad :: :: :: ::*

VICTOR H. RAPKE CO., MANUFACTURERS 255 E. 86th St., New York City

TRADE NEWS FROM ALL POINTS OF THE COMPASS

About February 1 the offices of the American Graphophone Co. and the Columbia Talking Machine Co., General, will be removed to the fifteenth floor of the New York Tribune building, recently enlarged, at the corner of Spruce and Nassau Sts. The entire floor will be occupied, and the offices are now being handsomely fitted up and decorated. This removal will place the entire staff and all the different departments together for the first time, a convenience to every officer and manager. They will have 2,000 square feet more in the Tribune building than in their present premises, 90 West Broadway, where they are scattered over three floors.

E. F. Leeds, of the Leeds & Catlin Co., New York, informed The World last week that they would be shipping their new line of cylinder records about the middle of the month. Loring Leeds expected to start on a two weeks' western trip on the 20th. Loring is a collector of fine books, pictures and violins, and of the latter he has several of the old masters, which he values around \$2,000 each.

George Blackman, with the Blackman Talking Machine Co., New York, has been making a trip through Pennsylvania, and booked a batch of desirable orders.

The A. D. Matthews Sons, the oldest department store in Brooklyn, N. Y., have disposed of their talking machine stock and closed out that branch of their business. They figured as Edison jobbers and Victor dealers. John P. Kelsey, the manager of the department, is therefore at liberty.

Several talking machine concerns have been considering the opening of a branch retail store in the Arcade of the Metropolitan Life Insurance Co.'s beautiful marble building, which occupies

the entire block bounded by Madison and Fourth Aves. and 23d and 24th streets. This is the home of The World.

Another magnetic talking machine is being heard of, and to bear the name of one of the large manufacturing concerns. The Telegraphophone Co. claim to have the basic patents on such devices, and when the newcomer appears a stiff fight in the courts may be expected.

On the second of January Walter L. Eckhardt, manager of the Columbia Co.'s wholesale department, started Tom Murray and W. Morse on the road, to open up an active and aggressive campaign. C. S. Gardner is no longer on the company's wholesale selling staff, though he may assume another position in their employ

Edward Seymour, of New York City, at present conducting the Commonwealth Band and the Hamburg Concert Orchestra, also conducting a chorus of 150 at the Salem Reform Church, of Hamburg, Pa., and one of the world's greatest clarinet virtuosos, played a solo, "Down in the Cellar Deep," for the Telegraphophone at the request of F. C. MacLean. Mr. Seymour was greatly pleased with the wonderful reproduction of this machine. The record was carried all over the West by Mr. MacLean and was heard by hundreds, all of whom were delighted with the reproduction, accuracy and clearness of the Telegraphophone. The new models of the Telegraphophone are a marked improvement over the previous machines, being more compact and greatly simplified. Mr. MacLean returned January 7, from a two months' trip in the West and East, where he interested the prominent jobbers in the dictating and amusement Telegraphophone. Friday last he started for New Orleans and the Southwest, to be gone 60 days.

It is said a new line of red seal records is to be brought out by the Universal Talking Machine Mfg. Co., Newark, N. J.

Last week Walter L. Eckhardt, manager of the wholesale department of the Columbia Phonograph Co., General, made a short run from New York to Baltimore and Washington, D. C.

H. M. Holleman, an Edison jobber of Houston, Texas, is north on a visit of a couple of months, and last week was a visitor in New York City.

The National Phonograph Co., Orange, N. J., have announced a list of new German records made in the recording department of their Berlin office, to the number of thirty-five. Being made in Germany they are absolutely correct as to music, enunciation, etc., and they are sung by artists who sing in no other language.

Having sold their business, the Western Talking Machine Co., St. Louis, Mo., have been dropped from the list of Edison jobbers.

The Ball-Fintze Co., Newark, O., have opened a branch store at 108 West Third street, Cincinnati, Ohio.

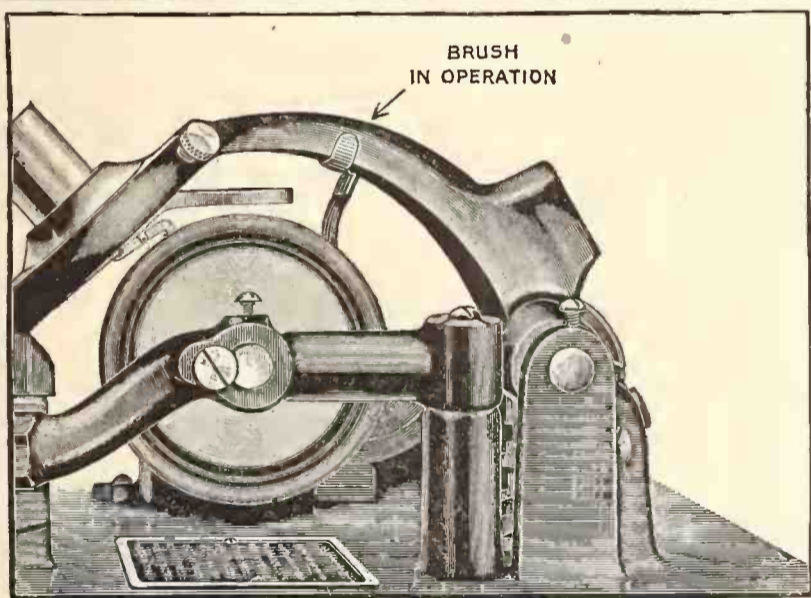
Sam Boord, of the Omaha Bicycle Co., Omaha, Neb., joined the ranks of the benedicts on the first of the year. They handle Edison and Zonophone goods, and Sam's matrimonial record will be heard of later. The World extends its heartiest congratulations on the happy event.

C. B. Haynes, Richmond, Va., writes he had a truly wonderful holiday season. Mr. Haynes is now the sole Edison jobber in that city.

The visiting jobbers in New York recently included G. L. Ackerman, of Scranton, Pa.; W. D. Andrews, of Syracuse, N. Y.; James Fintze, of Ball-Fintze, Newark, O.; Theodore F. Bentel, of Theo. F. Bentel Co., of Pittsburg, Pa.; W. J. Dyer, of W. J. Dyer & Bro., of St. Paul, Minn.; D. S. Johnston, of Seattle, Wash.; E. A. Clints-

THE PLACE AUTOMATIC RECORD BRUSHES For EDISON PHONOGRAPHS and VICTOR TALKING MACHINES

Patented Sept. 25 and Oct. 2, 1906. Others Pending.



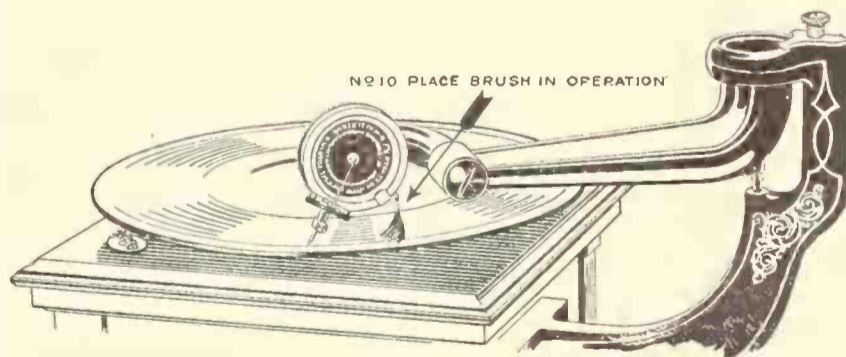
BRUSH IN OPERATION



THE PLACE No. 10 DISC RECORD BRUSH

FOR VICTOR EXHIBITION SOUND BOX

PRICE 25 CENTS



No. 10 PLACE BRUSH IN OPERATION

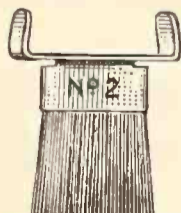
PRESERVES THE LIFE OF DISC RECORDS

Automatically cleans the RECORD GROOVES and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the record. SAVE THE LIFE OF YOUR RECORDS.

BIG PROFIT FOR JOBBERS and DEALERS. Also FREE advertising matter. Prices restricted. Write for particulars NOW.



No. 1



No. 2



PLACE No. 3

CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sounds. Insures a perfect playing Record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph. No. 2, Standard and Home. No. 3, Gem. 15 CENTS EACH

Manufactured by

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN, Proprietor

man, of Kohler & Chase, Oakland, Cal.; H. O. Pardee, of H. L. Ellenberger, New Haven, Conn.; A. J. Pommer, of Sacramento, Cal.; J. A. Rickard, of Schenectady, N. Y., and C. Carroll, of the Utica Cycle Co., Utica, N. Y.

After making a great success of their Trenton, N. J., store, which he opened, Robert L. Macnabb was transferred into the Greater New York territory by the Columbia Phonograph Co., general, as a mark of their appreciation. He is now the manager of their establishment on Broadway, Brooklyn, N. Y., and in that position has won several prizes offered by the company for the largest single month's business and the greatest expansion of trade shown by any individual store in New York City.

One of the enterprises in Youngstown that is doing a lot of growing is the Ohio Phonograph Co., which is managed and controlled by W. C. Norris. On Christmas Manager Norris banqueted the men who are known as crew managers in the different cities of the country where the Ohio Phonograph Co. are at present doing business. The banquet was given for the purpose of bringing the men together that they might become better acquainted with each other, and also for the purpose of talking over the affairs of the company. The Ohio Phonograph Co. was organized by W. C. Norris two years ago, and has grown to such proportions that to-day the company are said to sell 1,200 foreign-made phonographs per week.

After being in the piano business for thirty-five years, and known as one of the best men in the business throughout the Northwest, W. W. Warner, of Madison, Wis., has moved his piano warerooms from the store to the second floor of his building and put in talking machines instead. Mr. Warner has made a great success of his music business, and in making this radical change says he sees a brighter future for his talking machine department than he does for pianos. In fact, he frankly states that if any one had told him a year ago that he would make this move he would have called the person crazy. Mr. Warner is one of the exceptional instrument dealers who has amassed a comfortable fortune and who recognize the possibilities of the talking machine business at its proper valuation.

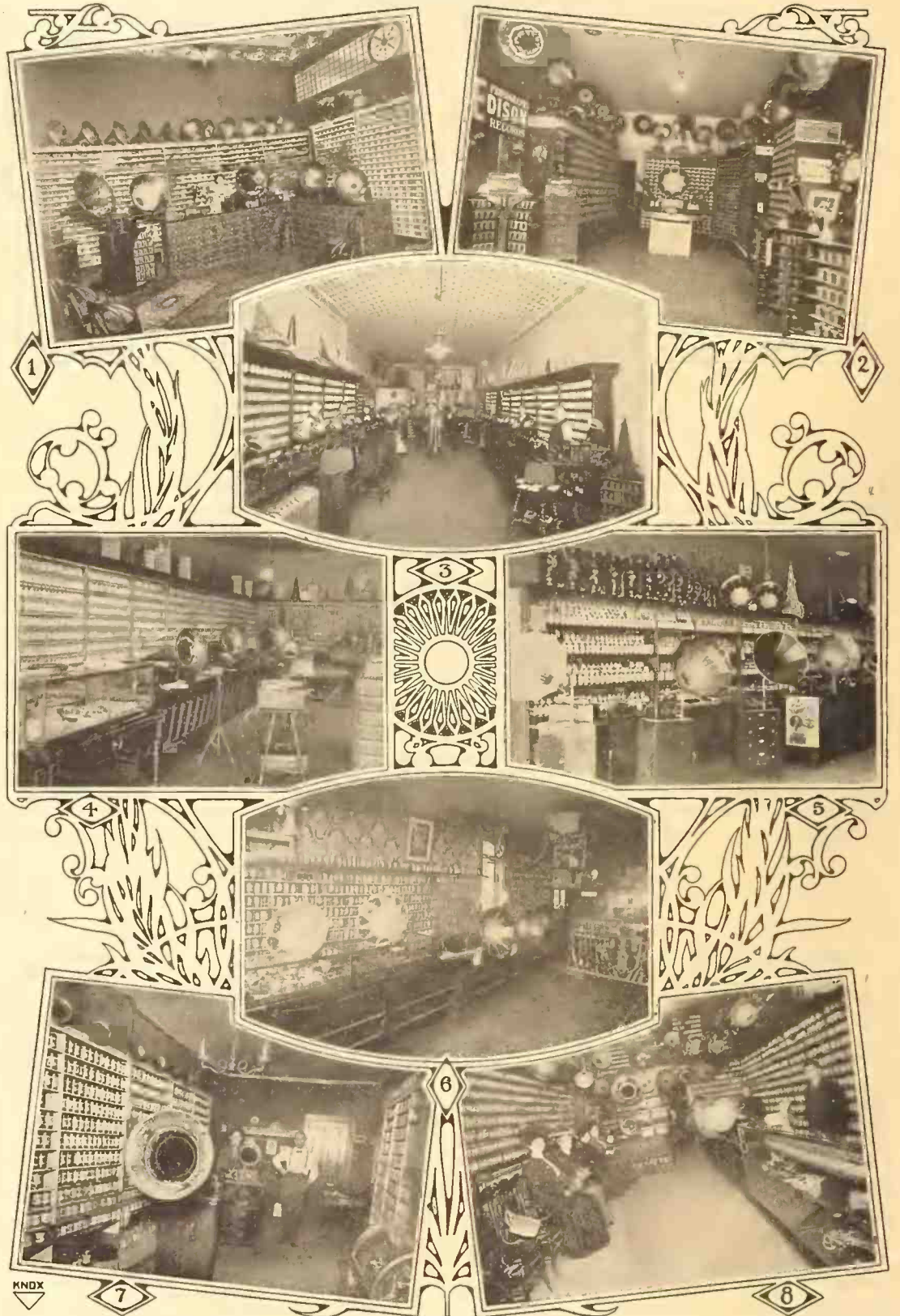
John W. McArthur & Son, Aberdeen, So. Dak., recently created Zonophone jobbers by H. A. MacMenimen are located in the midst of a great farming community and carry on a unique and very profitable business. They job wagons, pianos and a general line of musical instruments, and do a great trade in Edison goods. The firm have recently installed a system of selling talking machines on the deferred payment basis on a large scale, originated by Mr. MacMenimen.

The first list of selections for the Columbia's new "velvet finish" disc records, designed to sell for 75 cents retail, and be ready for the trade about the first of the year, will contain 500 titles. These have been taken as the expert choice of the company's store managers throughout the country. The new label, a fac-simile reduction of the catalogue cover, is a striking contrast in color arrangement.

After seeing the leading talking machine manufacturers and looking over the possibilities of the American market, Emil Pathé, of Pathé Frères, the famous record manufacturers of Paris, France, sailed for home last week. The firm have subsidiary companies in nearly all the European countries, and it is likely a similar branch will be established here. At one time Marcus Aurelius Miller had this scheme in tow.

Thomas E. Hough, the man with the automobile, Minneapolis, Minn., has opened up three new stores in the Twin Cities and is pushing the Zonophone line as well as the Victor and Edison goods. He is one of the most successful jobbers in the Northwest.

GROUP OF STORES OF EDISON JOBBERS AND DEALERS.



1. Taylor Bros., Houston, Tex. 2. Portland Phonograph Agency, Portland, Ore. 3. Minnesota Phonograph Co., St. Paul, Minn. 4. C. E. Wyeth, Newark, Ohio. 5. Frank Rogers, South Bend, Ind. 6. Geo. E. Buss, New Philadelphia, Ohio. 7. St. Paul Phonograph Co., St. Paul, Minn. 8. Spokane Phonograph Co., Spokane, Wash.

THE NEW RAPKE HORN AND CRANE.

Another Contribution by Victor H. Rapke Which Will Attract no Little Attention—The Rapke Co. Incorporated—Expect to Open Down Town Offices.

The Victor H. Rapke Co., of New York, have just placed on the market a new horn which has been highly praised by those who have had the privilege of examining it. In a chat with The World, Victor H. Rapke stated that the horn was built on correct acoustical lines, and added: "I have now overcome all obstacles and can reproduce the human voice correctly. My new horn carries the quality, gives the reproduction perfectly clear and without any vibratory influence. The natural sounds enter the narrow end, are conducted there through and emitted in magnified volume at the large end unchanged in quality.

"With my new crane," continued Mr. Rapke, "the trade are certainly pleased. One leading jobber writes, 'Your cranes are good—perhaps the best.' Another says, 'All out of your cranes, and it is a big seller.' I have scores of such letters, and it is very gratifying. I always furnish the highest quality of material in all the Rapke specialties, and in my page announcement in another part of this issue of The World, both of my latest specialties—the Rapke horn and the Rapke

crane are illustrated and described."

On the 11th inst. the Victor H. Rapke Co., New York, was incorporated at Albany, N. Y.; capital, \$25,000. Directors: Victor H. Rapke, Fannie Rapke and W. H. Miller, New York. The company expect to shortly open an office in downtown New York, doubtless on Chambers street, near the "bunch."

AMERICAN GRAPHOPHONE CO.'S ANNUAL.

The annual meeting of the American Graphophone Co. was held at the office of the company in Bridgeport, Conn., on January 14, 1907, for the election of a board of directors and the transaction of other business that may come before the meeting.

A new order book, specially ruled, with leather covers and bound with silk cord, has been sent their jobbers by the Victor Talking Machine Co., Camden, N. J., for the consumer to keep track of records used on the Victor Victrola. They are distributed gratis, and it is an excellent idea.

The Victor Talking Machine Co., Camden, N. J., were unable to fill the jobbers' requirements in time for Christmas trade, especially in Victor machines ranging from No. 3 to No. 6. Victor Victrolas were entirely out of the question.

Important to Leeds & Catlin Co. Dealers

RADIUM CYLINDER RECORDS

Our Company, through many years of hard, conscientious and well directed work, built up an enviable reputation all over the world as makers of Cylinder Records—enviable because our output so far surpassed all other cylinders made that our records were declared, by both dealer and public, to be a decided advance over everything of the kind on the market.

For some time past our Company has been manufacturing Disc Records exclusively (the Imperial is a product of our factory and we are proud of it—none better made anywhere). We have, however, now equipped our plant with new and up-to-date machinery and processes for the manufacture of Cylinder Records also, and we can and do assure our customers that the output will be fully up to the high standard heretofore attained by us.

It is interesting to note what Mr. Lionel S. Mapleson, well-known as one of the greatest living authorities on music in the world, has to say regarding our records.

Telephone Nos. 2888 Gerrard (Box Office), 2105 Gerrard (Secretary's Office).
Telegraphic Address, "Amidst, London."

PROPRIETORS:
THE GRAND OPERA SYNDICATE, LTD.
Secretary and Business Manager, Mr. Neil Forsyth.

Royal Opera Covent Garden, London, May 27, 1902.

LEEDS & CATLIN CO., New York.
Gentlemen:—Your matchless records have created a great sensation here, at the Royal Opera Covent Garden. All that hear them agree that your records quite eclipse those of all other makers. Although I live in an atmosphere of everlasting opera, yet when I require recreation I always find a real pleasure in listening to your artistic records, which are of uniform excellence. Of course your reputation is already made in America, but I thought you might like to hear that your fame has already extended to this side of the Atlantic. Believe me,
Faithfully yours,
LIONEL S. MAPLESON.

The following is the February list of our Cylinder Records, which list will be rapidly and largely increased. We will, of course, keep in stock a complete assortment of the latest and most popular selections in songs, bands, orchestras, instrumental solos and dialogues.

Catalogues and other descriptive matter will be furnished on request.

FEBRUARY LIST OF RADIUM CYLINDER RECORDS

Manufactured by Leeds & Catlin Co., New York City.

- 101 My Little Drummer Boy (Mohr)G. W. Myers
Splendid March song, drum effects.
- 103 Night Time. (Cohan) Big hit of "The Governor's Son". G. W. Myers
- 109 Somebody's Waiting for You (Byron) Is it at the Church. E. C. Stanley
- 106 Captain Baby Bunting. (Helf)Byron G. Harlan
This song is bound to be a success.
- 107 In the Evening by the Moonlight, Dear Louise.....Byron G. Harlan
The right one there, my boy, is sure to please.
- 110 Owatonua (Van Alstyne) Indian song, very catchy air. Burr & Stanley
- 111 Arrah Wanna. (Fred Morse)Collins and Harlan
Irish Indian Matrimonial Venture.
- 127 Nora McGuire. (Barron.)Collins and Harlan
Another of those always popular Irish songs.
- 119 Rudolph and Rosie at the Roller Rink. (Original) Everybody
knows when Rosie fallsAda Jones and Len Spencer
- 121 Jim Jackson and His Jealous Julia. (Original.) An amusing
coon sketchAda Jones and Len Spencer
- 117 Os-Ka-Loo-Sa-Loo. (Sawyer)Vess L. Ossman
Indian intermezzo—an excellent banjo selection.
- 108 Swanee River—Cornet Solo.Al. C. Sweet
- 118 Policy King March. (Brown.)Vess L. Ossman
Author of those ringing banjo solos.
- 122 Pretty Peggy (Rooney.) A well rendered bell solo.Ed. F. Rubsam
- 128 Pedro the Hand-Organ Man. (Original.) Introducing organ and
monkey: fight between Pedro and Irish woman, and finally
the arrival of police patrol for poor Pedro.Spencer and Porter

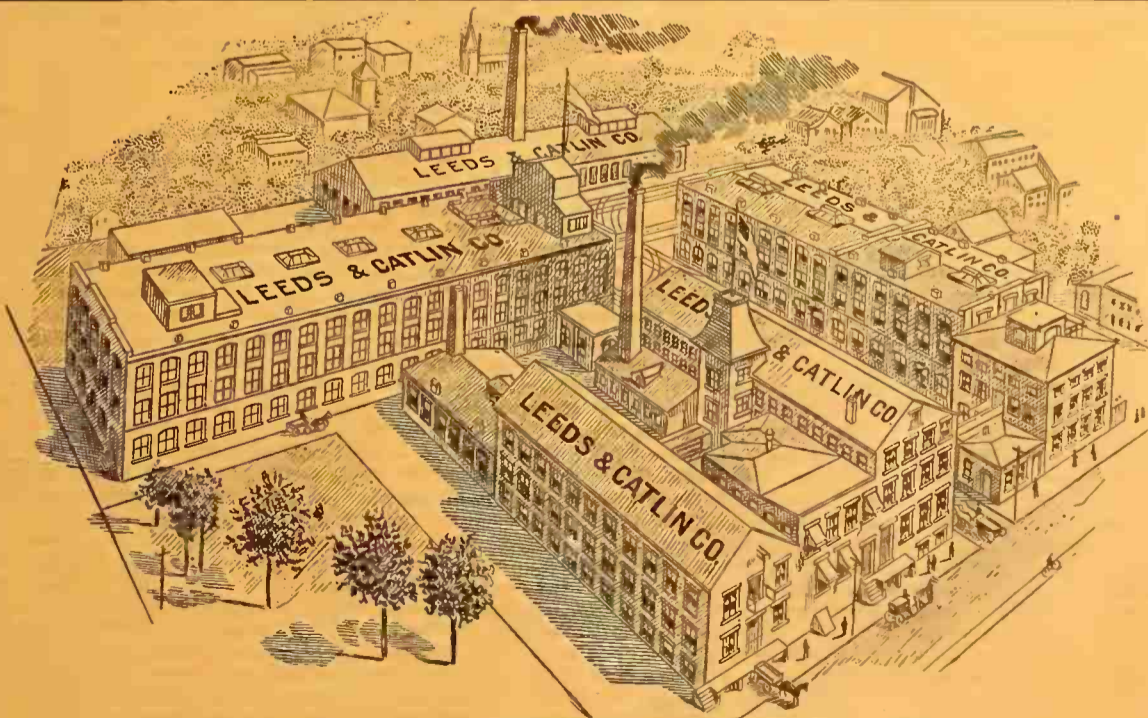
The following is the exact legal position of the Leeds & Catlin Co. regarding its right to sell disc records:

Under the orders signed January 11, 1907, by Judge Lacombe in the United States Circuit Court, the right of the Leeds & Catlin Company to sell disc records for use on all mechanical feed device machines is again established. In addition, the Leeds & Catlin Company has the right, under the orders of the court, to sell disc records pending appeal on all licensed Victor, Columbia and Zonophone machines and all other machines licensed under the Victor Company's Patent, No. 534,543, in replacement of the record thereof. On the settlement of the orders Judge Lacombe stated that the question raised was a pure question of law which should be passed upon by an appellate court. Whether the Victor Company's patent on the swinging arm machine has expired or not is a question which the Leeds & Catlin Company is taking to the Supreme Court of the United States.

The attacks made upon the Leeds & Catlin Company by its competitors are conclusive proof of the superior quality of the Leeds & Catlin Company's product and the steady growth of its trade. Notwithstanding these attacks, we have for twelve years maintained our position against our competitors in the courts and in the trade.

LATEST DISC LIST, IMPERIAL RECORDS

- | 10-INCH DISC | 60 CENTS EACH |
|--|---|
| BAND SELECTIONS. | |
| 45346 William Tell—Overture
Rossini | 44957 In the Evening by the
Moonlight Bland |
| 45347 Overture to Semiramide.... | 44961 Old Folks at Home... Foster |
| 45348 Sobre las Olas ("Over
the Waves")—Waltz.... | 44958 Kentucky Babe Geibel |
| 44888 President McKinley's
Memorial | DUETS BY COLLINS AND HARLAN |
| 44893 Star Spangled Banner... Key | With Orch. Accom. |
| 44881 Marching Through Georgia.. | 45350 Gooda-Bye, John....Herbert |
| 44887 Paderewski's Minuet | From "The Red Mill." |
| 44897 The Free Lance March. | 45351 Arrah Wanna (An Irish-
Indian Matrimonial
Venture Morse |
| Sousa | |
| 44875 Happy Heine Lampe | 45354 Won't You Throw a
Kiss to Me..... McKennan |
| 44901 Yankee Patrol Missod | 45355 Iola Johnson |
| 44863 Anona Gray | TENOR SOLOS BY HENRY BURR, |
| 44861 America Smith | With Piano Accom. |
| 44895 Radium March | 44932 Soldier Boy Hoffmann |
| 44862 American Beauty—Waltz... | 45349 Daddy Behrend |
| IMPERIAL MILITARY BAND. | |
| 44877 Japanese National March... | 45357 To Mary White |
| CHIMES. | |
| 44838 Lead Kindly Light .Newman | BARITONE SOLO BY ARTHUR COLLINS |
| 44840 Rock of Ages..... Toplady | With Piano Accom. |
| QUARTETTES. | |
| 44953 Down on the Farm. Dubois | 44916 The Man Behind |
| 44963 Starry Night for a
Ramble. Bagnall | BUGLE CALLS. |
| | 44841 Rough Riders in Charge
Up San Juan Hill |
| | CHARACTERISTIC SHORT TALK. |
| | 44848 On Trousers. |



WHERE OUR CYLINDERS AND DISCS ARE MADE

Leeds & Catlin Co.

RECORD MAKERS

53 East 11th Street
New York

TIMELY TALKS ON TIMELY TOPICS.

Whether the record manufacturers are rueing the day they lowered prices—just a year ago—seems probable from the general drift of talk leaking out from some of the plants and even discussed openly. Since then material of every description has advanced beyond the most careful calculations. Now this condition is cutting a figure in the production of the goods. F. M. Prescott, of the International Talking Machine Co., of Berlin, Germany, when revisiting his home in this country a few weeks back, frankly stated, in an interview with *The World*, that the American manufacturers of records and machines were working on too close a margin. In other words, their selling prices were too low.

This expression of opinion is re-echoed by L. F. Geissler, general manager of the Victor Talking Machine Co., who, in a recent issue of *The Music Trade Review*, said: "Our great difficulty now is to maintain our selling prices at their present low level in the face of the enormous and frequent advances we are compelled to stand in costs of all raw material. The overhead charges, advertising and other expenses of a talking machine factory are appalling; and how to maintain the present selling prices (which are lower in America than in any other part of the world) is becoming a more serious question daily." This is gospel truth, every word of it. The manufacturing companies are bringing out new lines of records, larger sizes and of improved material, and on these goods a better price is realized, and rightly.

From correspondence and the reports of the road salesmen, it is gathered that the talking machine business is more prosperous in the West than in the eastern sections of the country. It may be greater efforts are being made to sell goods, or the talking machine is more of a novelty in the western territory. At any rate, whatever the cause, the heavier demand is coming from the Northwest and between Pittsburg and Denver. The East is by no means slow, and the aggregate trade for the year runs into handsome figures, but the enthusiasm and vigor is not so apparent. As one progressive jobber explained, "there is probably more business as a whole, but it must be remembered more jobbers and dealers have come into the field, consequently it is divided up." The year that has just been entered is rosy with promise, and those in a position to know, freely predict a record breaker.

Mention of the growth of the trade in point of numbers is a reminder of a step said to have been taken by one of the big companies, in which a jobber of their goods was required to have out at least one traveling salesman. This reported move was subsequently denied, but the philosophy of such a movement is far from being out of order or heretical. A jobber is supposed to sell the dealer, and not simply be listed so as to obtain the extra discount that is utilized solely in retailing. Something of this kind will eventually come about, and it does not seem to be in the dim and distant future either.

There is a glorious and enthusiastic note, worth listening to and reflecting upon, coming from the National Phonograph Co.: "The curtain has rung down upon 1906 and with it has closed the greatest year that the Edison phonograph has ever known. In the language of the times, the year 1906 'made good' from an Edison standpoint. It opened auspiciously with trade in splendid shape and every indication pointing to a twelvemonth of great prosperity. Each new month since then has brought a greater volume of business than the previous one. Month after month the popularity of the phonograph has grown in an ever-increasing circle. To-day it occupies a position of unquestioned supremacy as the musical instrument of the masses, and it is rapidly fulfilling Mr. Edison's expressed wish

that one may find its way into every home. Its merit has to a large extent dissipated the prejudice engendered by the early types of machine and by some of those even now before the public."

As a man of resources in his selling capacity, L. Kaiser, manager of the talking machine department of S. B. Davega, New York, is to be commended. His ideas are up to date and are nuggets of wisdom and common sense to a dealer desiring to make a success of his business. Besides, Mr. Kaiser is an inventor of no mean standing in the trade, and several of his improved devices are coming to the front.

Where American talking machines are subject to an ad valorem duty of 30 per cent. when going into Australia, by a new law, adopted October 2 last, if the goods are sent from Great Britain they are given a 10 per cent. differential advantage. In spite of this restriction, however, the Australian trade in our talking machines, records, etc., is increasing by leaps and bounds.

Since the rehabilitation of the Eastern Talking Machine Jobbers' Association the benefits conferred on its members are of the practical kind. The credit system adopted is self-recommendatory, is working admirably and preceding and during the holiday buying season it proved a sheet anchor of protection against undesirable accounts. The Association's meeting in New York during the Automobile Show came too late to be reported in extenso for this issue of *The World*, which was just off the press; but it goes without saying that the attendance was excellent and the results very satisfactory.

Last week the resolutions adopted at the meeting of the Edison jobbers on July 20 last, and read at the banquet in the Waldorf-Astoria Hotel the same evening by the chairman of the committee, James F. Bowers, beautifully engrossed and framed, were received at the New York offices of the National Phonograph Co., 31 Union Square. The engrossing is further enhanced by elegant illuminated lettering in gold and blue, an artistic border following out the same color scheme, into which are interwoven a faithful portrait of Thomas A. Edison at the top; W. E. Gilmore president of the company, on the left; F. K. Dolbeer, manager of the credit department, opposite, and C. H. Wilson, sales manager, at the bottom. A plain, rich gold molding, about three inches deep, incloses the resolution, the frame measuring 20 by 24 inches. Mr. Bowers transmitted the resolutions with a letter to President Gilmore, timing their arrival so as to have them serve as a New Year's greeting besides. The committee having this matter in charge were: J. F. Bowers, of Lyon & Healy, Chicago; Robert L. Loud, Buffalo, N. Y.; Rudolph Wurlitzer, of Rudolph Wurlitzer Co., Cincinnati, O.; William D. Andrews, Syracuse, N. Y.; Sol Bloom, New York City.

At present this handsome testimonial of the Edison jobbers' appreciation of the courtesies extended them during the notable entertainment by the company in July will be displayed in Mr. Dolbeer's office, but it will ultimately adorn the walls of Mr. Gilmore's sumptuous quarters in the company's new building at 10 Fifth avenue, when completed.

Outside of the question of shortage in goods, no matter has troubled the manufacturers of records so much as the proposed revision of the copyright statutes. Of the legal aspects of the subject *The World* is confident the experts have covered fully, and little remains to be said, excepting in the nature of friendly comment. For example, the bill contains 64 odd sections, with paragraphical subdivisions running to the middle of the alphabet. That is the original draft courteously framed up by the Librarian of Congress for the

convenience of the Congressional committees in charge. The public hearings last month developed a spirit of rancor and acrimony least surmised. The opponents of the bill handled their claymores in a vicious manner and certainly startled the sage legislators who are supposed to be the embodiment of all that is wise. Naturally a lot of claptrap crept into the proceedings, and hot air was on tap nearly every minute. Since that strenuous time the Register of Copyrights has gathered together the suggestions and changes which those interested would like made. Of course, these legislative helpings swell the length of the bill a half dozen times over, and just where the joint patent committees expect to get off, even the best informed are not prepared to say. The advocates of the proposed legislation declare some one has blundered, and are disposed to aver that Mark Twain's white flannel suit had a bad effect. Others assert the presence of Sousa and Herbert was detrimental. But the talking machine representatives seem pretty well satisfied with the outlook, and boldly declare no law will be enacted unless records are exempt.

With this turmoil it is not expected much progress will be made, as scarcely a branch of business affected but what has put in a "kick" of some sort. For instance, one of the oldest and best known book publishers in the country declared over his own signature as follows: "With all the energy and force which I possess I emphatically protest against the enactment of the copyright bill. Not only is it unjust to the American people, but it is complicated, harassing and annoying in the extreme." Now with such thought floating around, the record manufacturers may rest easy as to the passing of a harmful bill.

Collapsible horns are engaging the attention of the trade to a marked degree, and a great deal of curiosity is being evinced as to the ultimate outcome. In this community it may be remembered that Paul H. Cromelin, of the Columbia Phonograph Co., remarked once upon a time that the talking machine of the future

Will it be noiseless and screechless and scratchless?
Rasplless and gasplless and hornless and brassless?

Automatic Specialties

Coin operated machines of every description.

Penny Arcades fitted complete.

Electric Pianos and other automatic musical instruments.

A complete Amusement Arcade in full operation in our spacious show-rooms.

We are experts in the automatic line, and our experience is at your disposal.

Write for Illustrated Catalog

H. C. KIBBEY & CO.

209 STATE STREET - CHICAGO



Columbia Graphophones Columbia Cylinder and Disc Records

TO DOUBTING DEALERS:

Don't stand *pat* on *pianos* and lose the *gold* in the *Graphophone*.

There *is gold* in the Graphophone. It's a mint. The harder you push it the more it will coin. It's *your* mint.

The piano is *one* instrument. The Columbia Graphophone *is all instruments in one*. And a great deal more than that—a universal entertainer.

You can sell a Graphophone when you can't sell a piano. You can sell *many* graphophones where you can only sell *one* piano.

The Graphophone helps the piano business. It brings people into the store. It makes friends, and out of friends customers are made.

But *note*—this is not *talking machine talk*. It's *Columbia Graphophone* talk—Twentieth Century talk.

Do you ask: "Isn't the *Columbia Graphophone* a talking machine?"

Yes, but no other talking machine is a *Columbia Graphophone*.

Keep that distinction in view.

The *Columbia Graphophone* is absolutely the superior of all other talking machines. It *sings* better, *plays* better, and therefore *it sells better*.

You can sell more Columbia Graphophones, Cylinder and Disc Records than of any other kind of talking machines or records.

You make more handling Columbia goods than any other kind.

Your sales are many, your profits are large, and *your profits are protected*.

Take your jobber into your confidence—tell him you want to make more money and want to stock up with Columbia goods.

Our extensive advertising will increase *your* sales, increase *your* profits and popularize *your* business.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE

That the Telegraphone is one of the great big propositions in sound recording, all unbiased persons freely admit. The new models, covering the telephone, the commercial system and the amusement question, are certainly marvels of scientific development. The perfection of recording has yet to be mastered, beautiful as the results of the present day may be, and the Telegraphone is regarded as one of the instruments reaching toward this distinction with seven-league boots.

Recently a predilection for Milan-made records has developed. American manufacturers are looking for exclusive selling rights for the records of world famous singers who are controlled by a few celebrated Italian publishers. It must be acknowledged that the records manufactured in this center of ancient history and the best in modern music, are regarded as the finest in the art, and therefore they could be imported, plus the heavy duty, and still command a profitable price here. In fact, it is no longer a question of cost with the admirers of the talking machine—and their name is legion; only furnish them the finest and they are satisfied. Briefly, the manufacturers are exerting every effort—sparing neither time nor money—to obtain the closest resemblance to the human voice and all its charming effects.

LEON F. DOUGLASS IN CALIFORNIA.

General Manager of the Victor Co. Snapped for The World—Steadily Improving in Health.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 7, 1907.

The picture which I send herewith will doubtless interest the many friends of the Victor Co. throughout the country. The party with the



LEON F. DOUGLASS BEST.

saw in his hand is Leon F. Douglass, general manager of the Victor Talking Machine Co., who is now residing in San Rafael, Cal., working hard to recuperate his health which was broken down by his strenuous labors in connection with the development of the Victor business. It will be observed that just as he has finished a difficult task his Chinese cook is offering him a piece of pie—good old New England pie at that. Another member of the group is one of the four children, which constitute the Douglass family. Mrs. Douglass, by the way, is the daughter of Peter Bacigalupi, the progressive talking machine man of this city, and who has built up a tremendous business despite the destruction of his entire property by the great fire of last spring.

It will be interesting to Mr. Douglass' many friends to learn that he is steadily improving in health, thanks to the salubrious climate of Southern California.

Among the many firms who have recently adopted the Columbia commercial graphophone for handling their correspondence may be mentioned the Clement Talbot Motor Co., one of the best known motor houses in the world, and the British-American Tobacco Co., both concerns located in London, England.

John J. Flannery, Springfield, O., who has five branches in the Middle West, has taken on the Zonophone jobbing line. He is said to be the largest piano dealer in Ohio, making a specialty of electric players.

BOSTON FEELS HAPPY OVER TRADE PROSPECTS FOR YEAR

Conceded by Every Jobber and Dealer That the Year Recently Closed Was the Best in Trade History—That Rival of the Victor Victrola Looked for—Manager Cornell, of Steinert's in Optimistic Mood—Boston Cycle & Sundry Co.'s Tray System in Great Favor—Enlargement of the Columbia Quarters—Big Call for Mega Horns—Mr. Winchell III—Other Items.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 10, 1907.

The first week of the new year finds every one in the talking machine trade in and about Boston happy over the prospects for getting orders, but in gloom over the prospects for getting the goods with which to fill them.

The year just closed was the best in the history of the trade, and it closed with a boom. The Christmas business in every store in town was exceptionally good, and there was a marked increase in the number of high grade instruments sold.

The chief matter talked of in the trade, aside from the inability to get goods from the factories, is the new instrument which it is understood the Columbia Co. are getting out, as a rival to the Victor Victrola. Its appearance is anxiously awaited here.

Manager Cornell, of the talking machine department of M. Steinert & Sons, is enthusiastic over the prospects for the new year. He is having no difficulty in securing orders. On his desk this week was a pile several inches high of unfilled orders, with more coming in every day faster than the goods to fill them can be secured. This department is making a specialty of the Topham disc record case, also the record and machine cases.

The tray system made by the Boston Cycle and Sundry Co. has been proving a winner. In one day this week, through the advertisement in the Talking Machine World, Manager C. G. Andrews received eight different orders from as many different parts of the country. Mr. Andrews is arranging for an exhibition of these trays at the big furniture show in New York soon.

Enlargement is in order at the Columbia Phonograph Co. this month. Five salesrooms have been added, thus giving the company three cylinder and four disc rooms. New salesmen will

TRADE NOTES FROM BALTIMORE.

Dealers Well Pleased With Holiday Business and All Looking Forward to a Greater Volume of Trade This Year Than Ever Before.

(Special to The Talking Machine World.)

Baltimore, Md., Jan. 7, 1907.

The boom in the talking machine business in this locality has continued unabated, and the outlook for the present year is exceedingly gratifying. With the closing of the accounts of 1906 all of the agents in the city for the many makes of the talking machines, state that the past year was one of the most prosperous in the history of the business, and that the sales of 1906 were far ahead of those of 1905. One well-known dealer in this city who handles the Victor talking machine stated that during the past year his sales of the Victor were double those of the preceding year, and before 1907 fades away he expects to double his business again.

"The most paying business I have done this year," stated Mr. Eisenbrandt, of the firm of H. R. Eisenbrandt & Son, "has been in the talking machine line. During the past year we have almost doubled the sale of the Victor talking machines, and the outlook for the present year is exceptionally gratifying."

The firm of Cohen & Hughes also claim to be doing a remarkable business in the talking machine line. They say that never before have they known business to be as brisk so shortly after the holidays. The Cohen & Hughes people carry a full line of the Victor talking machines, as well as the Regina music boxes.

George A. Gustin, the Baltimore agent for the Columbia graphophone, said that 1906 was an unusually prosperous year, and that they are

be added at once.

The wholesale department of the Columbia Phonograph Co. has been removed to 95 Summer street, where, under the charge of William L. Sprague, there will be inaugurated a hot campaign for more business, as the enlarged quarters will afford ample opportunity to take care of it.

At the Oliver Ditson Co. a large demand is reported for the Victor grand opera records. The opening of the big new department in the New York store of the Ditson Co. will mean much more business for the Boston store, which is to be headquarters.

At the Eastern Talking Machine Co. the Victor dog which has graced the doorway has been muzzled, in accordance with the law that all dogs must now be muzzled here, because so many have gone mad. There is danger of this dog becoming mad, however, even if he is muzzled, for it seems that every person who enters the store, and they come in droves, stops to pat him on the head or see if his necktie is on straight. That would make any papier mache dog mad. There is an enormous demand for the Mega horns at this store.

Wholesale Manager Chamberlain reports a very great increase in the business during the past year. The salesmen in this store were recently "trimmed" in a bowling contest with the salesmen of M. Steinert & Sons, but now they are going after the blood of the Columbia Phonograph Co. boys.

M. A. Carpell, the cabinet man, was in town this week and took a carload order from nearly every store in town. This shows that some business is being done.

F. E. Winchell, the Summer street dealer, has been confined to the house for a week with pneumonia, but is reported as improving. The Winchell Co. are having a big trade on Reginalphones, Zonophones, the Victor and Edison lines.

looking forward to an excellent business this year. During the holidays, Mr. Gustin stated, business was far ahead of what they expected it would be, and the fact that there has not been a lull in the business was more than they expected.

All of the local dealers claim that the greater part of their sales are for the high-priced machines, and that the low-priced instrument seems to be doomed.

LOOK OUT FOR STOLEN MACHINE.

The Eastern Talking Machine Co., of Boston, Mass., advise us that a Standard phonograph, No. 362,775, was stolen from a lease-customer of theirs at East Machias, Me., and it would be well for dealers to be on the lookout for this machine. It was stolen without the winding crank, and it is not improbable that dealers in the immediate vicinity of East Machias may be approached by some one who wishes to purchase a winding crank to complete the machine. The Talking Machine World or the Eastern Talking Machine Co. would be obliged for any information regarding the matter.

MANAGER WANTS POSITION

An all round talking machine man, with ten years' experience as manager for the wholesale and retail department, is open for an engagement. State location and opportunity. "O. S.," care The Talking Machine World, 1 Madison Avenue, New York.

INVENTOR WILL SELL

INVENTOR HAVING VALUABLE TALKING MACHINE PATENTS requires capital for manufacturing purposes. Address, "Capital," care The Talking Machine World, 1 Madison Avenue, New York.

TRADE NOTES FROM THE TWIN CITIES

The Minnesota Phonograph Co. Have Developed a Great Victor Business—T. C. Hough Continues to Expand—Farmers Are Buying Talking Machines—Donaldson & Co. Close Their Talking Machine Department—The News of the Month in Detail.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Jan. 7, 1907.

The trade for 1906 shows a very satisfactory increase over that of the previous year. In addition, there is a constantly increasing demand for a better quality of machine as well as a higher grade of records.

The Minnesota Phonograph Co. had not handled the Victor until 1906, but during the past year they have developed into one of the largest customers of the Victor people in this section. "The results for the year have been more than satisfactory," said L. H. Lucker, the president. "During the holidays our trade practically doubled that of 1905. We did not have a Minneapolis store until December of that year, so we cannot make any comparisons, but, in the retail end it beat out our St. Paul store last year. The addition of the Victor to the Edison line made a big increase in our wholesale sales during the year. I anticipate even larger results in 1907."

T. C. Hough, exclusive dealer in Edison and Zonophone goods, opened one additional store in Minneapolis last year, and, in addition, secured much larger and more advantageous quarters for another store. He now has three stores in Minneapolis and one in St. Paul. "I have had by far the best year I ever had in the business," said Mr. Hough (who, by the way, is the pioneer talking machine dealer in Minneapolis), "and I feel more than satisfied with the present conditions of the trade. I look forward to a constantly increasing demand for talking machines, and feel confident that 1907 will be the most prosperous year we ever had."

J. W. Wheeler, in charge of the Columbia Phonograph Co.'s branches here, said: "The retail sales in both towns was very satisfactory, and we feel quite well satisfied with the results for the year. One feature of the trade is the demand among the farmers for talking machines. We have had very satisfactory evidences the past few months that their condition in this section is quite prosperous by reason of the sales we have been able to make them."

"The results for the year show a very satisfactory increase over those of 1905," said W. J. Dyer, of W. J. Dyer & Bro. "The removal of our talking machine department during the summer from the fourth floor down to the main floor greatly increased our sales during the fall and the holidays. The sale of records has increased wonderfully."

A. M. Magoon, in charge of the Victor department of the New England Furniture Co., said: "The results were favorable compared with those of a year ago. But the most satisfactory feature of the business is the constantly increasing demand for a better quality of selections, and a decreasing one for rag-time in the records. The sales also are mostly of the higher grade machines."

Kohler & Heinrichs, of St. Paul, who handle both the Victor and Edison machines, report a satisfactory increase in their business over a year ago, and are quite optimistic over the prospects for 1907.

William Donaldson & Co. closed their talking machine department about the first of December. The failure to make it a go in this instance was due to the fact that the department was not given the prominence in the store it deserved, and also that too many lines were carried—nearly every machine on the market being represented, so that it was difficult to give attention to any one individual machine.

With a weekly pay roll of \$45,000, the National Phonograph Co., at their plant in Orange, N. J., employ 4,000 people and turn out over 100,000 records and 1,500 machines daily.

DIFFICULTY IN MAKING RECORDS.

Some of the Most Noted Singers Have Proven Dire Failures—May Irwin, the Famous Singer of Coon Songs, a Leading Example in This Respect—A Specialized Industry.

Innumerable instances are known where singers who have been successful before the public are dire failures as record makers. The latest instance is that of May Irwin, whose coon songs and methods of singing have won her great popularity and a fortune. Recently she essayed reproducing one of her vocal hits on a record, but the results were so weak that rejection followed. An expert, explaining the character of voice necessary and the manner in vogue to obtain salable goods, said: "Record making is a specialized industry. The records are made by what are known as 'the talent.' All told there are not more than twenty people who make it a business to go around and visit the three large talking machine companies—the Columbia, at Bridgeport, Conn.; the Edison Co., at Orange, N. J.; the Victor Co., at Philadelphia; Leeds & Catlin Co., New York; Zonophone Co., Newark, N. J.; International Record Co., Auburn, N. Y. Everyone cannot sing into a talking machine. It requires a special talent to do it. You have to have a special kind of voice and a special technique. In singing certain notes they have to move close to the horns, and in singing other notes they move back. People who are singing these songs are constantly moving back and forth to produce the records. The words of the song are written in typewriting, because the talking machines are only capable of running for about three minutes, and therefore an entire song cannot be given. They usually give one verse and two choruses. If the song is short, they give two verses with the chorus. Then by reason of the shortness of the record they frequently have the music scored out so as to fit on the machine."

"KNOCK-DOWN" SEARCHLIGHT HORN.

Compelled to Work Holidays to Meet Demand For These Creations.

The Searchlight Horn Co., of Brooklyn, are having a tremendous demand for their "Knock-down" horns, which have been widely praised by jobbers and dealers for their excellence of construction and finish. They are easily taken apart, boxed in a very small space, and put together without much effort. When in position the knock-down horn is as solid as if made in one piece. The volume of the demand for this horn has really exceeded the expectations of manufacturers, so much so that they have been compelled to work nights and during the holidays the past two weeks in an endeavor to catch up with orders. The jobbers state that the "Knock-down" horn is destined to be one of the big winners of the day, and they are placing some large orders for it.

AN UNIQUE CLOCK FOR GEO. W. LYLE.

Dec. 24 George W. Lyle, general manager of the Columbia Phonograph Co., general, was presented with a hall clock standing fully eight feet high and constructed of disc and cylinder graphophones and cabinets. The word graphophone takes the place of the ordinary dial time divisions; the pendulum is a seven-inch disc. The works are enclosed in a regulation machine cabinet, and the clock, which will occupy a conspicuous position in Mr. Lyle's new office, is an excellent timekeeper. Hayward Cleveland, manager of the Columbia Co.'s uptown Broadway store, is credited with building this unique clock, designed originally by W. N. Tyler, and the Christmas gift came as a tribute of the New York store managers to the recipient's ability and popularity.

I. Davega, Jr., New York, has been incorporated with a capital of \$10,000 to deal in phonographs. Directors: R. L. Davega, I. Davega, Jr., and F. Ottolengui, all of New York.

REPORTER'S VIVID IMAGINATION.

Conjures a Weekly Talking Machine Recital in the U. S. Circuit Court of Appeals—Some Fanciful Remarks Based Upon Recent Talking Machine Litigation.

To those familiar with events the following from the usually correct and always brilliant New York Sun is the acme of absurdity:

"One of the weekly events of the Post Office Building is the graphophone concert given every Friday afternoon on the fourth floor by the Judges of the United States Circuit Court of Appeals. There is a great deal of litigation in that court just now over various features in various phonographic machines. To make up their minds regarding the working of these different features and how much if any infraction of the rights of another machine is made, the judges find it necessary to compare the machines in action. From this springs the Friday afternoon concert, it being on that day that the various phonograph cases are considered. Every variety of tune is played and there is always a large and silent but appreciative audience of Federal deputy marshals, lawyers and chance passersby in the corridor outside the judicial chamber."

As a matter of fact, on a Friday several talking machine cases have been argued in the United States Circuit Court of Appeals, a coincidence only, and some machines were in the courtroom as exhibits. They are never played, but are employed to demonstrate mechanical combinations, the explanation being more lucid to the honorable court when the actual working order is shown, and in which a record plays no part. The last case argued was that of the American Graphophone Co. against the Universal Talking Machine Co. and the American Record Co., on the appeal of the Jones duplicating patent, which was on the calendar for Friday, December 6, when some machines remained in court, though it was not actually reached until the Monday following. The imagination of a daily newspaper reporter knows no bounds, however: His "stories" are fast becoming, not transcripts of fact or truth, but word pictures in the same sense as stage presentations are exaggerated reproductions of scenes from life, often improbable if not ridiculous, but pleasing and entertaining withal.

CANADIAN TARIFF ADVANCED.

Owing to the fact that the Canadian tariff on talking machines made in the United States has been advanced from 25 to 30 per cent., and the tariff on British-made goods considerably increased, it is said by the various importers in that country that an advance in the prices of the goods will be absolutely necessary after the first of the year. The exact extent of the advance has not been decided upon as yet.

The Boston Cycle & Sundry Co., through J. W. Linscott sent out very attractive New Year remembrances in the shape of a small folder with a calendar on one leaf and a quotation from "Poor Richard" on the other.

S. Laroe & Son, Woonsocket, R. I., in addition to pianos, handle an excellent line of talking machines and records. Their assortment of records is very complete, as they endeavor to keep every number listed in the catalogues.

JUST OUT
PRUDON'S STOP GAUGE

For Phonographs.



An attachment for repeating Records from the exact place where the piece begins. Nothing better for Dance Music.

Home and Standard,
Price 75c.

Triumph, - " \$1.00

Patented Sept. 5, '05.

In ordering state if Old or New Models.
Dealers and Jobbers Supplied.

L. T. PRUDON, Mfr., 921 Demott St., W. Hoboken, N. J.

THE CONFIDENCE THAT WON.

A Story of a Slow Account, a Hibernating Customer, and a Self-Satisfied Salesman Who Did the Pushing and Awakening.

BY J. W. BINDER.

(Reproduced by permission of "System.")

"Beckert," exclaimed General Manager Jamieson, of the Amalgamated Phonograph Company, "that Columbus jobber's account is far from satisfactory. Not only does it not move, but collections are exceedingly slow."

Beckert was the manager of the jobbing sales department. He was a man who was at all times entirely satisfied with himself. His private opinion was that a mighty fine job had been done when the Beckert family was originated, and there is no doubt that he considered himself the finest specimen to date.

Perhaps this explains why he occupied the position he did. "Who sold that account?" he queried easily.

"You ought to know," answered the general manager, "it's a jobbing account."

"That doesn't follow, Mr. Jamieson. I think you had one or two jobbing accounts before I came with this company."

The sarcasm was not lost. There was hardly another department head who would have dared to attempt it.

The chief accountant in response to Mr. Jamieson's bell, after an examination of his ledgers, laid a transcript of the account before the chief. It showed that his account was four years old and that the average monthly sales had been decreasing, while the balance had been growing larger.

Beckert examined the figures. "Looks like one of old Pop Franklin's accounts," he said; and added, "all right, boss, I'll go out there on the night train. See you the day after to-morrow."

"Better take two days," called the general manager after him as he was going out of the door.

"One will be plenty," cheerily answered the disappearing wholesaler.

Eight-fifteen next morning saw Mr. Beckert, cleanly shaven and looking none the worse for his night on the sleeper, emerge from his hotel in Columbus. He was feeling perfectly satisfied with himself and the world in general; his plan of campaign was all mapped out and he was about to make his first move.

Entering the largest department store in the city, he walked through it at his leisure. He found no phonographs on sale. This he had expected. He was at the office of the store two

minutes after nine. At ten-fifteen he emerged. He still smiled. He had a conditional contract to place his line in the store provided certain advertising arrangements could be perfected.

Now for his second move. The man with the unsatisfactory account was named Sutch. He had a big general hardware and sporting goods store in an excellent location.

Beckert entered; he walked through the store and after some search found the phonograph department in a space about twenty feet square in the rear of the store. He approached a clerk who had just closed a transaction with a customer involving the sale of two pounds of No. 6 birdshot.

"Good morning, sir, I would like to get a phonograph record, number 32,864."

The clerk looked over a pile of printed matter to find what shelf that series of numbers was on.

After about five minutes he said: "Sorry, sir, but we don't have it."

"Then," continued Beckert, "perhaps you can find me 32,854 or 32,856."

Again the search, and again the same result. This time the clerk volunteered the information: "I guess those are March records (this was June); we haven't them in yet."

"All right," said the genial Beckert, "I really didn't want them very much, anyway. Is Mr. Sutch in?"

"No, but I expect him any minute. Here he comes now."

"Good morning, Mr. Sutch," cheerily said Mr. Beckert, extending his hand. "I am Walton H. Beckert, of the Amalgamated Phonograph Company."

A surly, "Good morning, I can't see you now, come back after noon," was all he got in reply.

"Beg pardon," he suavely replied. "You'll see me right now, Mr. Sutch, and no other time. I have from now to 5:30 to either get your check for your balance and show you how to sell phonographs or to move the line into the store of Blank & Blank. Now let's get busy."

The hardware man seemed to get more time right away. "Come in here," he said leading the way into the private office.

"What do I owe your concern?" he asked.

"Seven hundred and fifty dollars," snapped Beckert.

"How much will you allow me for the junk out there?" asked Sutch.

"Not a cent," said Beckert. "We are in business to sell goods, not to take them back."

"But," said Sutch hotly, "I can't sell the stuff."

"I don't wonder at all," answered Beckert. "I tried my best to buy some a few minutes ago, but you either didn't have it or your clerk

couldn't find anything that was less than two months old. Where do you think you are? In Russia? Do you think the people of Columbus who demand four and five editions of a daily newspaper will be satisfied to take phonograph records a year old? Great Scott! Get awake, man."

Beckert in action was a fine sight. Here was something he knew all about—selling phonographs and records. He was a specialist and he knew that he was; hence he proceeded to talk to Sutch like a missionary spreading the gospel. He dilated upon the possibilities of the business, sketched in a few brief sentences its magnificent growth, alluded to the profits to be made and closed by saying:

"Sutch, I want to tell you: if you will give me one of your good men and let me put that line up front, make a window display and put an advertisement in the afternoon papers, I'll show you before I get out of this town at 5:30 this evening that this business is not a joke."

"I'd rather convert you than move the line. What do you say? Is it a go?"

The fire and zeal, the absolute sincerity, confidence and conviction of the man had carried the day.

"All right—go ahead," was Sutch's reply.

"Not so fast," said Beckert. "Write me out a check for that balance first, and lose no time about it. I've got a little work to do to-day."

The check was written, handed over, and Beckert pulled out the form of an advertisement which he had drafted at the hotel that morning. He marked it ten inches triple, and said:

"Send that down to the *Leader* office by a boy. Tell him it must be in the noon edition. Tell them to charge it to Sutch."

The boy left on the run and Beckert with the shot-selling clerk got to work. There was no thought of lunch. The transformation went steadily and rapidly forward and by two o'clock a space in the front of the store had been cleared and the records and machines transferred. Beckert climbed into the window and fitted up a novel display in which a phonograph trumpet, a barrel, and a large square and compass played prominent parts. He placed one of the largest machines directly inside of the big doors and hired a boy to keep it going with popular selections from his sample case.

Soon a crowd began to gather and business began to move. Demands for the records which were being played were met by the suave Beckert with, "No, we don't have them; these are samples; our regular stock will be here to-morrow. If you'll leave your name and address we'll send them around."

To Sutch, who remonstrated, Beckert said: "That's all right, old man, I wired a four hundred dollar order to the factory in your name an hour ago. The records will be out by express to-morrow. This business is going to move from now on."

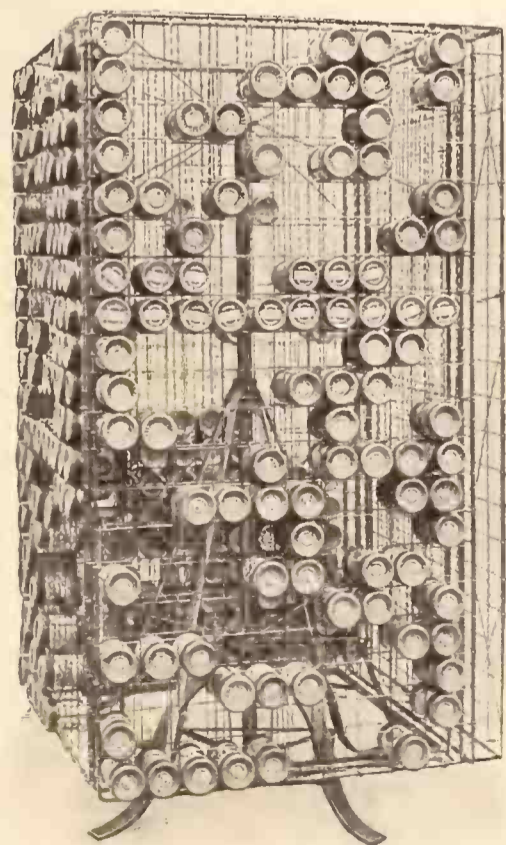
Sutch was game, and that Beckert was right is proved by the fact that to-day hardware and phonographs occupy adjoining stores; and if you ask Mr. Sutch the reason, he will tell you that the man who is to blame is Beckert.

General Manager Jamieson says: "Absolute confidence in yourself and in your goods leads to enthusiasm; enthusiasm sells goods."

And Beckert is still satisfied with himself.

According to the Chicago Tribune, C. E. Goodwin, of Lyon & Healy, joins leading business men in the general story of prosperity. He reports a better sale of talking machine outfits costing \$150 to \$175 than for the cheaper ones. Among recent purchasers of talking machines at Lyon & Healy's was the Governor of the State of Illinois, who selected an expensive outfit.

Robt. L. Loud, dealer in pianos and talking machines, Buffalo, N. Y., celebrated the closing of a very successful year by giving a smoker to his employes at the Hotel Lafayette on the last day of the old year. The affair was a very enjoyable one.



One Thousand

CYLINDER RECORDS

That's the Capacity of

THE MONARCH

Revolving Rack

You cannot carry records as well any other way. We can hardly keep pace with the demand. Better get your order in

NOW

Catalogue of the complete "Heise System" of racks on application. Shall we send it?

Syracuse Wire Works
SYRACUSE, N. Y.

THE TELEGRAPHONE

Sings Like the Singer; Speaks Like the Speaker

UNLIKE THE OLD-STYLE TALKING MACHINES, WHICH ONLY PARODY THE VOICE—WHICH THE TELEGRAPHONE *DUPLICATES!*

If the "penny arcades" and automatic talking machines can pay the dividends they are paying, the returns from these enterprises when they use the Telegraphone, as they all will, will be trebled or quadrupled! The explanation is simple—here it is: The old-line phonographic machines, being purely mechanical devices, cannot entirely or perfectly reproduce speech or music, for the record cannot "take" but a portion of the sounds committed to it. The result is an inhuman parody of the human voice—a screech for a song; a

blast for a ballad, and a scratchy cackle-like sound for the orator's or actor's speech.

Yet multitudes are amused, diverted and instructed by the present crude methods of imitating music or speech. Crowds flock to the little theatres given over to this form of innocent pleasure.

The TELEGRAPHONE records precisely what is sung or said into it and gives it out exactly as received. Having nothing mechanical about it—no scratches, squeaks, buzzes or explosions—THE TELEGRAPHONE SINGS LIKE THE SINGER AND SPEAKS LIKE THE SPEAKER.

FROM SCIENTISTS

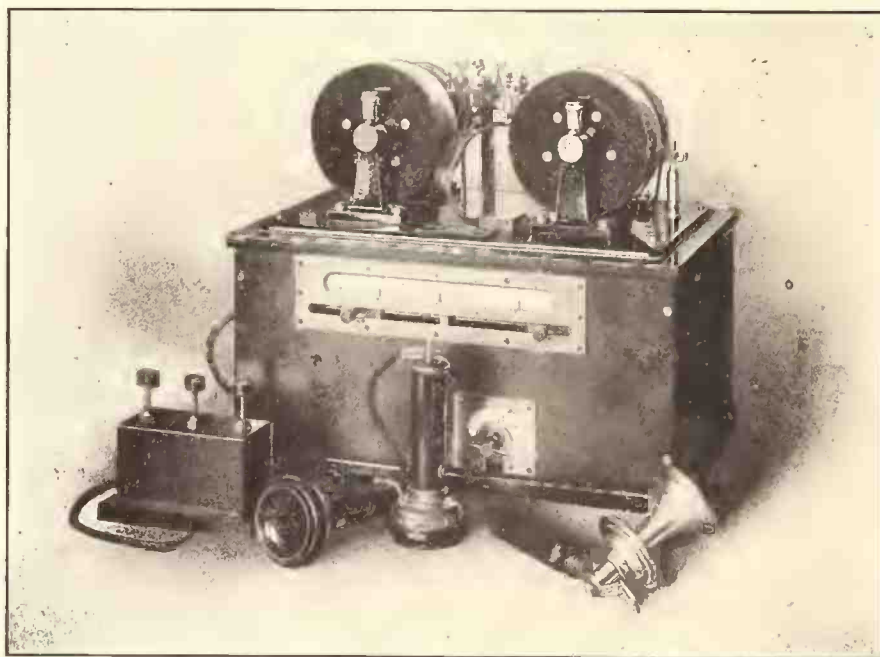
Mr. ALEXANDER GRAHAM BELL, inventor of the Bell telephone, says: "I do not know of anything in the work of recent years in electricity more worthy of being presented to the readers of the Smithsonian report."

LORD KELVIN, the dean and most celebrated of all English scientists, writes: "Mr. Poulsen's TELEGRAPHONE is a very beautiful and interesting application of magnetism to record speech of the telephone. It seems to me likely to prove of greatest utility."

G. MARCONI, inventor of wireless telegraph, says: "The Poulsen TELEGRAPHONE is a wonderful and useful invention."

SIR WILLIAM PREECE, K. C. B., says: "It is one of those things which is going to open the eyes of all our physicists and scientists and theoretical men on the question of the molecular character of all magnetic and electric operations. This continual exchange of energy through electrical connections, through diaphragms and steel circuits, performed by this beautiful instrument of Mr. Poulsen's, is marvelous."

Mr. NIKOLA TESLA says: "Mr. Poulsen has made a beautiful invention of scientific as well as practical value."



THE TELEGRAPHONE

An instrument that exactly duplicates the human voice, perfects the telephone and

SUPERSEDES THE TALKING MACHINE

FROM ENGINEERS

Mr. DANE SINCLAIR, M. I. E. E., Chief Engineer of the National Telephone Company of London, says: "I got the Poulsen TELEGRAPHONE set to work under all the conditions one could possibly ask for and it was marvelously wonderful. It gave a distinct record of speech not to be compared with any heretofore."

Prof. Wm. A. ANTHONY says: "After seeing the TELEGRAPHONE in operation in your office on Saturday, I am free to say that the results obtained from it are fully as surprising as those obtained from the telephone itself in '76."

Mr. Wm. STANLEY, of the Stanley Instrument Company, 145 Broadway, New York City, says: "The conditions necessary for proper operation are so simple and so inherent in the apparatus that it is next to impossible for it to get out of order or fail to do its duty."

Mr. M. J. GAVEX, M. Inst. C. E., M. I. E. E., Electrician to the General Post Office Department of London, says: "An invention of the greatest scientific interest is the Poulsen TELEGRAPHONE, by which a telephone conversation can be permanently recorded on a steel wire and reproduced at any time."

Did You Get Any of the First Telephone Stock?

A MODERATE INVESTMENT SUGGESTED

Did You Get Any of the First Phonograph Stock?

THE AMERICAN TELEGRAPHONE COMPANY, with an authorized capital of \$5,000,000, owns all of the patent and other rights of the Poulsen TELEGRAPHONE for the United States. To build, enlarge and properly equip its factory at Wheeling, W. Va., this company is offering 100,000 shares of its stock to the investing public.

The undersigned, the STERLING DEBENTURE CORPORATION, after a most exhaustive investigation, has underwritten this entire issue and unqualifiedly recommends the same to its friends and to the general public. The undersigned's examination into this enterprise disclosed a sound management, the Board of Directors being conservative, practical men of business and per-

sonal standing; patents so broad, comprehensive and protective that the United States and all other Patent Offices declared them to be basic patents, thus endorsing Poulsen's claim to discovery of an absolutely new principle in electromagnetism; an earning capacity larger than those of the telephone or phonograph.

The stock is selling very rapidly and over half of it is already subscribed, and this initial issue will soon be absorbed. The present price is par, \$10 a share, which may be paid in full at the time of subscription or in monthly instalments as desired. We most earnestly recommend prompt action to investors who desire to take advantage of this remarkable opportunity.

Types of the Danish TELEGRAPHONES may be inspected and used at our offices during regular banking hours and visitors are welcome, whether investment is contemplated or not.

To those who wish further or fuller information, and to all persons who wish a complete, illustrated description of this marvelous invention, we recommend the use, to-day, of the RIGHT-HAND Coupon, printed below. There is no obligation, implied or requested, beyond the mere mailing of the coupon. To investors wishing to reserve from 10 to 100 shares (the latter being the limit of single allotment) of the present issue at the present price, we suggest the filling out and mailing of the LEFT-HAND Coupon.

STERLING DEBENTURE CORPORATION

56 Wall Street

:: NEW YORK ::

FRED C. MacLEAN, Manager

APPLICATION FOR SHARES

STERLING DEBENTURE CORPORATION, 56 Wall St., New York:

GENTLEMEN—Enclosed herewith \$..... in New York exchange, being my application for, and payment at the rate of \$2 per share upon account of shares of the stock of the American Telegraphone Company. This application is made with the understanding that I will complete payment in full herefor in monthly instalments as advised, or will accept a lesser allotment of shares at your discretion.

Name _____

P. O. Address _____

K 651 GM

FOR SUBSCRIBERS

Every talking machine man who has already seen the TELEGRAPHONE will follow the dictates of simple prudence in making application to-day for as many shares of this stock (within 100, the limit of single allotment) as his means will permit. The allotment is being rapidly made and this advertisement may not appear again. Mail the LEFT-HAND Coupon to-day—you'll thank us for insisting.

FOR INFORMATION

The story of the TELEGRAPHONE will be of peculiar and engrossing interest to every reader of this paper—simply as a true but fascinating narrative of the most wonderful achievement of science since the electric light. Every intelligent person should want to learn about an instrument so revolutionary in its character. Mail the RIGHT-HAND Coupon to-day—you'll never regret it.

REQUEST FOR INFORMATION

STERLING DEBENTURE CORPORATION, 61 Pine St., New York:

GENTLEMEN—You may send your fully illustrated descriptive booklet, "THE TELEGRAPHONE: Its Business, Social and Scientific Uses," to the address below, upon the understanding that I am under no obligation to you in any way beyond the mailing of this coupon.

Name _____

P. O. Address _____

K 651 GM

OPPORTUNITIES IN MEXICO.

Business Flourishing in the Republic South of Rio Grande—Some Trade Items Worth Reading—Dealers Who Desire Trade Connections With Talking Machine Men and Novelty Manufacturers.

(Special to The Talking Machine World.)
City of Mexico, Mex., Jan. 2, 1907.

The opportunities for talking machine men and manufacturers of coin operating machines in the Republic of Mexico are most encouraging. There are plenty of houses throughout the entire repub-



THE ESTABLISHMENT OF A. KIJ.

lic who desire to enter into business alliance with the manufacturers of such products.

It should be understood, too, that business in Mexico was never better than at the present time. To those uninformed regarding the progress of this marvelous country the present condition would be surprising. Mexico is rich, and its purchasing power is vastly increasing, and men in the particular trade to which The Talking Machine World appeals will be interested in learn-



L. M. RODRIGUEZ AND ASSISTANT.

ing of the splendid outlets for their goods in the republic south of the Rio Grande.

Here are a few business points which will perhaps interest The World readers: J. Kij, of San Francisco street, Guadalajara, Mexico, is a dealer who has worked up a splendid trade in that charming city. His photograph, together with an interior view of his establishment accompanies this sketch. This progressive Mexican merchant controls a large trade in his particular section. His credit is fine, and he desired something in the way of slot machines which he wishes to purchase direct from the manufacturer.

A. Quezada, Guadalajara, Mexico, desires quotations and catalogues of cinematographs. He expects to place a large sized order for this line of goods the coming year. He owns a well

equipped store, and is after the agency of a good house.

L. M. Rodriguez, of Mexico, whose photograph appears in this issue, has a wide experience in the musical and commercial fields throughout the Spanish-American countries. Mr. Rodriguez states to The World that there is a splendid market in Mexico and Cuba, Porto Rico and Panama for talking machines and all kinds of musical novelties.

N. Raso, of the City of Puebla, Mex., the leading piano dealer and owner of the most magnificent conservatory of music of that city, would like to secure the exclusive agency from a house manufacturing automatic pianos, self-players, mandolins, guitars, etc. He handles pianos of European make, and is most anxious to represent good houses in the above lines. He is a wealthy gentleman, a leading professor of the piano, a musical promoter. Mr. Raso has sold more pianos during the past year than any other concern in the southern part of Mexico.

A. Auleto Rodriguez, of Torreon, Mexico, is after the exclusive agency of a good piano house manufacturing uprights, automatics and self-players. He owns a large hardware store in that city, and his extensive trade connections throughout the northern part of Mexico offer him an excellent field for this line.

Garriga & Co., Leon, Gto., Mex., are in the market for a first-class make of a piano self-player. While they are engaged in a paper mill business, they wish to place a cash order for one for their own use. This is a very wealthy firm, well known throughout Mexico.

THE DOUGLAS-VICTOR SUIT.

Papers Filed by Counsel for Complainants Alleging Grievances Suffered.

(Special to The Talking Machine World.)

Trenton, N. J., Dec. 31, 1906.

Last week papers in the suit of the Douglas Phonograph Co., jobbers, New York, against the Victor Talking Machine Co., Camden, N. J., were filed by Herbert N. Knight, counsel for the complainants, in the equity branch of the United States Circuit Court in this city. Believing that the defense will carry the case to the United States Supreme Court before a final decision is reached, the complainants have anticipated such delay by instituting suit for damages for breach of contract in the law branch of the same court, putting their claim at \$100,000 for the six months which have elapsed since the contract with the Victor Co. is alleged to have been broken by the defendants.

The bill, a lengthy document, recites the grievances under which the complainants are said to have suffered in the loss of business. It directs especial attention to one clause of the contract that reserves to the defendant company "the right to cancel the contract at any time for any cause, or without cause, and without prior notification to the complainant," and which the complainant insists is one of the most arbitrary documents ever promulgated by a corporation having a monopoly of its business. Charges of conspiracy to cripple and weaken the office and selling force of the Douglas Phonograph Co., as well as other serious allegations are also included in the moving papers. The defense have thirty days in which to file their answer.

BUSINESS HAS STARTED TO GROW.

So Says Mr. Switky—Nonsensical to Claim It Has Reached Its Limit—Good Retail After Holiday Trade—How Exchange Proposition Would Pay—The Needle Question.

The new year has opened with a rush in the retail talking machine trade in this city, and the sales of records for the first seven days have far surpassed those for the same period of any previous year. There has been a steady demand for new talking machines, and mostly of the better quality. Benj. Switky, whose three stores, each located so as to reach different classes of trade, comments on the trade condition in this wise: "The idea that the talking machine business has reached its limit is the greatest nonsense. The business has just started to grow. Many who purchased cheap machines within a comparatively recent period are now exchanging them for the best made, and are continually adding to their stock of records. I believe that an exchange proposition that would permit the dealer to make a moderate allowance for old records would greatly assist the business. Many would buy machines if they could exchange their records when worn out, receiving some value, however small, for them.

"The matter of obtaining satisfactory needles has been agitating the trade for some time. The lack of uniformity of temper seems to be the greatest difficulty, and many come through without being properly pointed. The regularity with which even the most improvident meet their instalments on machines is another surprising feature of the business."

On the first of the year B. T. Burlingham, McGraw, N. Y., moved into new and larger quarters on Main street.

WRITE US FOR PRICES
ON **CRANES**
STANDS
AND **HORNS**

We can give Interesting Prices and can make Immediate Shipment.

ECLIPSE PHONOGRAPH CO.
203 WASHINGTON STREET, HOBOKEN, N. J.

COPYRIGHT AMENDMENTS.

Some of Those Presented by Well Known Authorities and Published by the Register of Copyrights—Interesting to Talking Machine Men—Their Adoption to be Determined Later by National Legislature.

The Register of Copyrights, Thorvald Solberg, has compiled, for the use of the Patents Committees of the United States Senate and the House of Representatives, before whom the hearings were held Dec. 7, 8, 10 and 11, on the Copyright bill (Senate, 6,330; House, 19,853), the amendments proposed, together with other criticisms and suggestions submitted to the committees or received since by the copyright office. While the text of the bill spreads over sixteen printed pages, the changes, etc., lengthen out to 117 pages, and in which scarcely a section or paragraph is exempt. In addition a separate pamphlet of 35 pages embodies "comment upon the bill" by the copyright committees of the American Bar Association and the Association of the Bar of the City of New York. The amendments credited to the talking machine industry in this formidable opposing array, including experts, attorneys, inventors, etc., follow:

By Paul H. Cromelin, vice-president Columbia Phonograph Co., General, New York—Strike out paragraph G of section 1, and its dependent clauses. Omit from the bill section 64 and substitute in lieu thereof the following: "Sec. 64—That in the interpretation and construction of this act the words 'production,' 'reproduction,' 'work,' or 'writing' shall not be deemed to include perforated music rolls used for playing mechanical instruments, records used for the reproduction of sound waves, or other mechanical devices designed for the production or reproduction of sound, or the plates, molds, matrices, or other means by which such mechanical devices are made."

By Horace Pettit, counsel to Victor Talking Machine Co., Camden, N. J.—Add to Sec. 1 (G) at the end thereof the following: "Provided, That nothing herein contained in clause (g) shall interfere with or supersede any rights under the patent laws. And provided further, That the owner or proprietors of the copyright as to the subjects included in this clause (g) shall grant license to any manufacturer upon the written request of any such manufacturer to make, sell, use, distribute or let for hire any of the said devices, contrivances or appliances upon tender of payment of a reasonable royalty for the same."

The American Bar Association suggested that clause F of section 1 be amended in this way: "To publicly perform for profit a copyrighted musical work, or any part thereof, or for the purpose of public performance for profit, or the purposes set forth in sub-section (b) hereof to make any arrangement or setting of such work or of the melody thereof, in any system of notation or form of record in which the thought of an author may be recorded, and from which it may be read or reproduced."

The New York Bar Association advised that subdivision G of section 1, the keynote of the situation so far as the trade is concerned, should not make it an infringement of a copyright to make or sell the machine capable of reproducing music, but only the unauthorized use of copyrighted music on such machines, and should therefore read:

"To reproduce to the ear the whole or any material part of such copyrighted musical work by means of any device, contrivance or appliance adapted to that purpose."

A number of antagonistic amendments submitted by representatives of the mechanical instrument interests also exempt records. The companies have notified the trade to feel no uneasiness over the outcome of this proposed legislation.

Giles B. Miller, an Edison jobber at Rochester, N. Y., died at his home in that city on December 9. He was seventy-six years of age, and had been in the piano and music business in Rochester since 1873.

WINDOWS AS SALESMEN.

Work Day and Night and Sundays—Pays to Use Them Intelligently—Best of Advertising and Should be Well Dressed Like Your Salesman—Some Timely Pointers.

Have you ever thought what an important member of your sales force the show window is? How it works all hours of the day and night, and even Sundays, it so desired, without complaining, calling the attention of the passing public to the beauties of the products you have to offer?

If you have realized the importance of the window do you know what a profitable investment is the time, energy and even money spent in dressing it attractively and convincingly? To produce results the goods must not be merely jumbled together, but must be so arranged that a story is told, a story of honest values and real merit. A properly dressed window, actually containing the goods, should prove more convincing than any ad. written. But in many cases that result is not attained.

A window is advertising and as certain and sure a medium as is newspaper space, but it is precisely the reverse of newspaper advertising. In an ad. the words stimulate the imagination to think how such and such an article will look and by suggestion create a desire for the article; a cut of the piano may or may not be shown, but in any case it is only to assist the reader to imagine the piano itself. The ad. gives the selling points and does not show the piano. The window, on the other hand, shows the piano itself and does not bring out any selling points. The imagination here is drawn on for facts.

Make your ad. so convincing and so clear that the reader is interested and you have a "prospect." Make your window so attractive and so suggestive that the looker is caught and you have a "prospect." Make the window a supplement of the ad. and you have a double hold on the customer.

When a customer is convinced regarding the desirability of an article before entering the store through the medium of the "ad." and window, a great deal of the salesman's time is saved, which, in another case, would be used up in preliminary talk, and the time thus saved can be applied to making another sale.

A window attracts the notice of passers-by—few people make a business of looking in them. They must be forced to look. If a window is filled with a large number of miscellaneous instruments it will not call the attention of the casual passer. The only one to whom that window will appeal is the merely curious, not the possible purchaser. Four or five machines, some of the latest horns and specialties, well displayed and in harmony with each other, will bring new trade and interest regular trade to the extent of creating a desire that was not already formed.

PETMECKY NEEDLES POPULAR.

The Petmecky Co., manufacturers of the Petmecky Multitone self-sharpening needles, Kansas City, Mo., are having a tremendous demand for these specialties which have won a splendid prestige not only in this country, but abroad.

Their merits are broadly acknowledged and there seems to be a great future for this business.

THE VALUE OF SYSTEM.

The fact that the top rounds in the ladder of fame are never crowded is due very largely to a loose wheel in the business mechanism. It may be so small, and apparently unimportant, that it is not noticed, but, allowed to run on and on until at last, no longer able to keep pace with its fellows, it drops from its axle, down among the whirling wheels below, clogging them and bringing the whole machine to an abrupt and disastrous standstill.

There are many of these little wheels, but the one which the talking machine dealer should watch most closely in order that his trade vehicle may propel him safely and smoothly up the steep grade to prosperity, is system. I can bring to mind no profession which requires so strenuous an application of system as does that of the talking machine.

A dealer may enjoy a large trade, be located advantageously, and have every chance for success, and yet fail utterly. Cause—lack of system.

Perhaps his stock of records is not arranged systematically, thus handicapping him in waiting upon his patrons with becoming promptness.

Then again his window may show neglect due to the same cause.

Thirdly, his business may suffer through the irregularity of advertisement.

Any one of the three forerunners of disaster named above will demolish the business machine sooner or later, and if allowed to work in unison they will, of course, hasten the end.

Therefore, the dealer who is wondering why success does not come to him as it does to his more lucky competitors and who is disgusted with his business and himself, need be disgusted no longer, for in system he will find a sure antidote for his trouble.

HOWARD TAYLOR MIDDLETON.

The private office of the Governor of New Jersey has just been equipped with a full set of commercial graphophones. The office of the Secretary of State has also been similarly supplied. The Columbia Record says en passant that "the introduction of the commercial graphophone into the executive mansion has nothing whatever to do with 'machine politics.'"

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &c.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year: four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.



Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

A CLEVER MENU

Of Appetizing Musical Morsels for the Lover of Good Things.

George L. Bassett, manager of the talking machine business of W. C. DeForeest & Son, Sharon, Pa., has favored us with a copy of a Thanksgiving menu which C. H. Denslow of that house composed to be issued to their retail trade at Thanksgiving. A few days before, the DeForeest Co. mailed to each of the dealers one of these cards as a suggestion in case they cared to adopt it in getting out any special advertising desired.

MENU

Chicken Chowder No. 9185	Pearl of California No. 9065	Bird Imitations No. 8189
Oysters and Clams No. 8730		
Nothing from Nothing No. 9155	Radishes	Celery
Olives	Sea Shell No. 8322	Fishing No. 9106
Lobster Promenade No. 8540	Champagne No. 9378	Imagination No. 8835
Turkey in the Straw No. 8293	A Rare Old Bird?? No. 8925	Rabbit Hash No. 8328
Where the Sweet Potatoes Grow No. 8810	WITH WINGS OF LOVE No. 8710	Sauer-Kraut in Bully No. 4023
FROBACHER AND BEAR No. 9000		
FOWL AND GAME In Season	Irish Canary No. 8647	Mr. Kangaroo No. 8727
Cocoanut (Dance) No. 2041	Poosum Pie No. 8677	Brandywine (Wee!) No. 8748
GENERAL HARDTACK (No. 8670)	Old Apple Tree (No. 8958)	
International Cake Walk (No. 8236)	Watermelon Wine (No. 8905)	Peaches and Cream (No. 9359)
OVER THE PILSNER FLOAM No. 8642	WHERE THE WURZBURGER FLOWS No. 8232	UNDER THE ANHEUSER BUSH 8575
Laughing Water No. 8532		
Is There Anything Else You'd Like? (No. 7673)	Gimme the Leavin's 8912	
Wouldn't it Make You Hungry? No. 8602	Short Stories By Frank Busby 9163	

In this connection Mr. Bassett says: "We note that an Ohio dealer, doing business under the name of Knoske Music Store, has gone a little further than we intended should be done in the matter, and has forwarded an exact duplicate of our menu to the National Phonograph Co., who have inserted in the January issue of the Edison Phonograph Monthly, page 18, a fac-simile copy of this menu, purporting to come from Knoske's Music Store."

As a matter of course, the DeForeest people are very anxious that the originators of this menu should be properly credited and have asked us to reproduce it in The World.

GRAPHOPHONE FOR MRS. MARCONI.

Under the immediate supervision of Thomas H. Macdonald, manager of the Columbia factory at Bridgeport, Conn., one of the handsomest graphophones that has ever been constructed has been made for shipment in the near future, to Mrs. Marconi, wife of the wireless wizard, who has recently associated himself with the Columbia Phonograph Co. as consulting physicist. This beautiful graphophone is of the BD style, with specially finished mahogany cabinet, and the metal parts, as well as the horn, are done in gold. The motor is hand finished in nickel and gun metal, and nothing has been left undone to make the gift as pleasant a reminder to Mrs. Marconi, as possible, of her visit to the factory last autumn.

INCORPORATED.

The Universal Automatic Vending Machine Co., of New York, was incorporated at Albany this week with a capital of \$50,000. Directors: G. G. S. Merry, Hartman Neuschaefer, Henry Bischoff, New York.

George C. Steffen, manager of the Rohlfing Sons Music Co.'s talking machine department, is now a member of Milwaukee's City Council. He is regarded as a very capable official, one who will be a credit to the Cream City.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 6, 1907.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

DECEMBER 10.

Adelaide, 507 pkgs., \$15,350; Berlin, 257 pkgs., \$2,935; Bradford, 50 pkgs., \$249; Brussels, 1 pkg., \$120; Buenos Ayres, 11 pkgs., \$978; 35 pkgs., \$1,084; 9 pkgs., \$786; Calcutta, 5 pkgs., \$197; Cape Town, 451 pkgs., \$14,732; Cardiff, 7 pkgs., \$389; 50 pkgs., \$323; Corinto, 5 pkgs., \$1,347; Glasgow, 81 pkgs., \$1,684; Hamburg, 13 pkgs., \$401; Havana, 27 pkgs., \$305; 16 pkgs., \$516; 14 pkgs., \$328; Havre, 9 pkgs., \$466; 28 pkgs., \$1,415; La Guayra, 3 pkgs., \$149; Leeds, 3 pkgs., \$249; Liverpool, 126 pkgs., \$807; London, 8 pkgs., \$406; 31 pkgs., \$1,848; 1,672 pkgs., \$24,919; Manaos, 11 pkgs., \$592; Manchester, 157 pkgs., \$1,234; Montevideo, 43 pkgs., \$3,483; Newcastle, 68 pkgs., \$421; Oporto, 7 pkgs., \$114; Santiago, 20 pkgs., \$634; Sheffield, 112 pkgs., \$855; St. Petersburg, 30 pkgs., \$1,138; Trinidad, 5 pkgs., \$135; Vienna, 4 pkgs., \$134; Warsaw, 6 pkgs., \$153.

DECEMBER 17.

Alexandria, 18 pkgs., \$271; Bangkok, 2 pkgs., \$108; Belfast, 35 pkgs., \$242; Berlin, 242 pkgs., \$3,909; Bradford, 50 pkgs., \$307; 49 pkgs., \$298; Bristol, 40 pkgs., \$225; Brussels, 160 pkgs., \$1,156; Buenos Ayres, 23 pkgs., \$370; 18 pkgs., \$1,255; Calcutta, 12 pkgs., \$460; Cardiff, 50 pkgs., \$323; 14 pkgs., \$432; 50 pkgs., \$323; Fort de France, 3 pkgs., \$265; Glasgow, 59 pkgs., \$581; Guayaquil, 3 pkgs., \$103; Havana, 30 pkgs., \$874; Havre, 18 pkgs., \$795; La Paz, 46 pkgs., \$1,177; Leeds, 39 pkgs., \$312; London, 21 pkgs., \$1,750; 2,034 pkgs., \$20,042; 3 pkgs., \$65; Liverpool, 314

pkgs., \$2,861; 126 pkgs., \$805; Manchester, 181 pkgs., \$1,299; 30 pkgs., \$156; Manila, 24 pkgs., \$2,283; Melbourne, 135 pkgs., \$3,317; 6 pkgs., \$135; Milan, 123 pkgs., \$2,305; Montevideo, 21 pkgs., \$130; Newcastle, 15 pkgs., \$115; 68 pkgs., \$421; Neuvas, 13 pkgs., \$232; Rio de Janeiro, 14 pkgs., \$773; 23 pkgs., \$566; Santiago, 4 pkgs., \$248; Sheffield, 56 pkgs., \$496; Singapore, 4 pkgs., \$135; St. Petersburg, 22 pkgs., \$753; Valparaiso, 26 pkgs., \$1,458; Vera Cruz, 21 pkgs., \$624; Vienna, 7 pkgs., \$104; Yokohama, 310 pkgs., \$13,961.

DECEMBER 24.

Antwerp, 3 pkgs., \$230; Berlin, 252 pkgs., \$2,343; Calcutta, 12 pkgs., \$259; Callao, 6 pkgs., \$325; Cardiff, 12 pkgs., \$159; Cape Town, 4 pkgs., \$121; Corinto, 1 pkg., \$172; Glasgow, 28 pkgs., \$207; Guayaquil, 5 pkgs., \$147; Havana, 25 pkgs., \$1,410; 9 pkgs., \$770; Havre, 16 pkgs., \$773; 6 pkgs., \$238; Liverpool, 2 pkgs., \$150; London, 1,900 pkgs., \$18,625; 16 pkgs., \$998; Montevideo, 18 pkgs., \$1,996; Para, 7 pkgs., \$361; Santiago, 15 pkgs., \$485; Santos, 4 pkgs., \$172; St. Petersburg, 21 pkgs., \$860; Sydney, 78 pkgs., \$1,776; Trinidad, 11 pkgs., \$169; Vera Cruz, 367 pkgs., \$5,489; Vienna, 11 pkgs., \$246.

DECEMBER 31.

Antwerp, 50 pkgs., \$4,500; Batavia, 2 pkgs., \$188; Bangkok, 2 pkgs., \$270; Berlin, 235 pkgs., \$2,628; Bombay, 17 pkgs., \$627; Bradford, 48 pkgs., \$293; Brussels, 50 pkgs., \$265; Buenos Ayres, 12 pkgs., \$1,029; Cardiff, 19 pkgs., \$160; Glasgow, 71 pkgs., \$1,045; Havana, 17 pkgs., \$443; 14 pkgs., \$286; Hamburg, 7 pkgs., \$229; Leeds, 51 pkgs., \$372; Liverpool, 267 pkgs., \$1,729; 384 pkgs., \$1,802; 138 pkgs., \$3,991; London, 1,827 pkgs., \$16,986; 186 pkgs., \$1,608; Limon, 7 pkgs., \$316; Manchester, 53 pkgs., \$379; 161 pkgs., \$981; Newcastle, 11 pkgs., \$104; Neuvas, 15 pkgs., \$338; Singapore, 2 pkgs., \$220; St. Petersburg, 7 pkgs., \$675; Sheffield, 82 pkgs., \$546; Tampico, 30 pkgs., \$410; Vera Cruz, 175 pkgs., \$2,408; Vienna, 15 pkgs., \$610.

To the Trade:

We have just completed certain improvements on

FLOWER HORNS

which will place these HORNS as the superior of any Horn on the market in **Design, Finish and Strength,** without departing from regular flower horn shape.

For further particulars address

THE NEW JERSEY SHEET METAL CO.

Manufacturers of the Most Complete Line of Flower Horns

9-11 Crawford Street

NEWARK, N. J.

THE TALKING MACHINE IN POLITICS.

The Approach of Presidential Election Offers a Rare Chance for the Talking Machine Dealer to Increase His Sales by Catering to Clubs, Stump Speakers, Etc.

Now that the first guns in the Presidential battle are being loaded, it is time for the talking machine dealer to know what a rare opportunity it affords him in the way of extending his business.

Every political club should have a talking machine, for it will prove invaluable in many ways. First of all, it is great for amusement purposes, and as an inspirer of patriotism, it has no equal. Then again, when the campaign is at its height and John Doe, the Republican candidate for President, has his staunch lieutenants scattered throughout the country fighting tooth and nail for their champion, if he wishes to create a perfect deluge of sensations, he will prepare a short, earnest plea, an oratorical speech in his own behalf, and speak it into a talking machine. The records thus made, he will circulate among his adherents, thus enabling thousands of people to hear his voice and to become captivated by it, who could in all probability be reached in no other way.

Let us go to a political meeting for a moment in order that we may see for ourselves how conspicuously the talking machine may figure there to advantage. The speaker of the evening is lauding his party and its leader, and with a great burst of eloquence he ends as follows:

"While the great man whom we desire to serve and who has chosen us as his faithful followers, cannot be with us in person to-night, we may still have the privilege of listening to his voice."

He turns to the talking machine beside him on the stage and touches the starting lever. Then a short address of the presidential candidate in all its vibrant mellowness comes from the horn, while the assembled multitude sits spellbound:

"My very dear friends, while not with you in person to-night, believe me, I am with you in spirit, and I wish to thank you for your earnest co-operation in the cause for which we are fighting, and which will eventually triumph. It is the cause of the right against the wrong, therefore, it must win! I call upon you to-night to use every worthy endeavor to aid this cause of ours, and I promise you on the word of your leader, the one chosen by you to bear the banner of your party, that when the victory comes, it will find the reins of government in the hands of an honest man."

As the last echo dies away, the audience breaks into wild and prolonged cheering, and the meeting ends with a feeling of assurance not to be denied. The people have heard the voice of their leader, and it pleases them. He has spoken to them a few well-chosen words direct from his heart, and they are satisfied. They have no fear now; their vote will be polled with perfect confidence.

Of course, the big election is rather distant, but, as stated above, the first guns are being loaded and before they are fired there will be many small ones for the dealer to practice on.

The talking machine will play a more prominent part in politics during the coming campaign than ever before. You may count on that, Mr. Dealer, and now is the time to lay the foundation for your campaign in that direction.

HOWARD TAYLOR MIDDLETON.

LINOTYPE AND TALKER COMBINED.

Compositors Setting Type Direct from Record on Commercial Machine.

The suggestion that newspaper reporters and editors could dictate to a commercial talking machine, and the linotype operators set their matter direct from the record, has become an absolute fact, and one of the large law printing houses in this city has adopted this idea. Several reproducing machines have been placed alongside of the linotypes, and as fast as the court stenographer can dictate his notes into the recording machines the records are sent to the operators. It has been found to save much time, and the results obtained are equal if not superior to those of the former method of setting the type from copy. Several other printing houses have taken the matter up, and if the trial now in progress continues to prove satisfactory, its general adoption is looked for. The great drawback to the plan lies with the dictator, who is liable to be inaccurate.

CHEAP PHONOGRAPHS CLASSED AS TOYS.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 7, 1907.

The Board of United States Appraisers, in an opinion written by Judge Fischer and handed down December 28, 1906, the protest of Samstag & Hilder Bros. against the assessment of duty by the collector of customs at Boston, Mass., on an invoice of toy talking machines was upheld. The protest related to small phonographs of a cheap, flimsy character, incapable of accurately repro-

ducing musical pieces or speech. The board sustained the importers' contention that they should have been classified as toys under paragraph 413 of the Tariff Act, and dutiable at 35 per cent.

TRADE NEWS FROM SAN FRANCISCO.

Enormous Business Transacted During the Holidays and the Dealers Unable to Supply the Demands—The Outlook Most Promising in Every Respect—Situation Reviewed.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 1, 1907.

Two things stand out with distinctness in the talking machine trade of San Francisco. These are the shortage of goods and the record-breaking demand. Both wholesale and retail stocks are low, and in some of the higher-priced goods there is an absolute lack. Sherman, Clay & Co. have just got in a carload of machines and are still more than a thousand machines behind on orders. A similar condition prevails at all of the large stores.

The talking machine department of the new Fillmore street store of Eilers Music Co. is now in complete running order, and a big business is being done. A number of apartments, each provided with double sound-proof walls, have been fitted up.

The Columbia Phonograph Co. report that an enormous number of talking machines were purchased for Christmas presents. There has also been a heavy sale of Columbia commercial machines. Both lines are practically sold out at present.

Francis W. Downe, formerly of New York, who is now in charge of the commercial department of the Columbia establishment at this place, is now getting his department well in hand and is prepared to begin an active year.

Peter Bacigalupi, of Peter Bacigalupi & Son, also reports a shortage of stock. He is now closing the best holiday season he has ever had. In order to supply his trade he has had to buy goods from jobbers all over the east, and wherever he could get them. On the other hand, he has been approached by people from all quarters who want to buy Victor goods. He has also had a steady call for Edison goods.

The George J. Birkel Co. report the arrival of 200 Victor talking machines by express. These were particularly welcome, as the stock was completely exhausted and the coast jobbers were unable to supply the stock.

The capital stock of the Espinosa Phonograph Co., of Mexico City, Mex., has been increased from \$150,000 to \$200,000, and about \$100,000 will be spent in remodeling the company's store.

TALKER ON THE STAGE.

The Columbia Amusement Co. have been producing an extravaganza at the Murray Hill Theater in this city, which is entitled the "Phonograph Girls." It is a musical skit in three parts, and the music is furnished by Columbia graphophones. All of the dances and songs are danced and sung to melodies produced on these instruments. Wherever this number has been shown it has been the hit of the show, and every dance has been encored to the limit. This is the first appearance of this act in this city, and many of the audiences who are not familiar with the up-to-date talking machine are greatly surprised at the splendid results obtained. In every city this part of the performance has acted as the best kind of advertising for the local talking machine dealers, and has done much to bring the Columbia products into the prominence that they so well deserve. After making its circuit the company will return to this city in February, and will show the merits of the graphophone to the residents of Harlem.

NEW HORN LINE POPULAR.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, report that their new line of artistic flower horns are meeting with a phenomenal sale.

NO DEALER

Can afford to be without a big supply of the wonderful **PETMECKY** Multi-tone Self-sharpening Talking Machine Needles.

It's the LOUD, SOFT, INTERMEDIATE TONE—all in one—NEEDLE. For use on all Disc Talking Machines. PLAYS TEN RECORDS, any size, any make, THROUGH WITHOUT INJURY. UNSURPASSED IN PURITY OF TONE PRODUCTION.

FAMOUS FOR STANDARD OF QUALITY UNIVERSALLY PRAISED.

Write or wire for samples of Petmecky Multi-Tone Needles, Interesting Booklet on Needle Lore, Testimonials and Price Quotations on 5,000 to 1,000,000 lots. Prompt deliveries guaranteed.

PETMECKY COMPANY, Sole Manufacturers
SUITE 506, NEW YORK LIFE BUILDING, : : : KANSAS CITY, MO.

PRACTICAL SUGGESTIONS AND COMMENTS.

Wm. F. Hunt, the well-known talking machine man, writes as follows: "Since the appearance of my article in the November issue of The World, treating on the evils of 'aside effects' in records, I have learned that I am not alone in this opinion, but have received favorable comments on the article from several prominent talking machine men. I find that even many of the purchasers of this class of record are not favorably impressed by these noisy effects, but purchase the records for the reason that they contain some good joke or favorite song that they cannot obtain otherwise. The cheering after the rendition of a stirring patriotic air can safely be left to the listener; he will tend to that matter in better form than can be brought out by mechanical means if he is of a patriotic spirit, and if he is not, the mechanical applauding will inspire in him no change of feeling. Another thing which I wish to mention, is that in reproductions of a sketch nature, where mechanical effects are absolutely necessary, the effects are generally most unnatural. For example, the knocking on a door is much too loud in proportion to other sounds and sounds more as if one was trying to gain admission with a sledge hammer than tapping the door with his knuckles. I acknowledge that wonderful improvements have been made in the art of record making, but must say and believe I am right in my statement that these effects have been somewhat neglected.

How to Prevent Screws from Rusting.

It frequently happens that when it becomes necessary to remove a screw from a part of the motor of a talking machine, it has become so tight from rust that it is impossible to remove it without destroying the screw and some of the adjacent parts. If a screw is dipped into a mixture of graphite and oil before being screwed into place it will never rust and can be removed with ease at any time.

How to Prevent a Screw from Working Lose.

It sometimes happens that a screw on the governor spring is caused to work lose by the vibration of the governor when in operation, and re-tightening fails to remedy the trouble. Smash two or three of the upper threads of the screw and then screw into place firmly.

Oiling Reproducer Arm Sliding Rod.

The best way to oil the reproducer arm sliding rod on a cylinder talking machine is to wipe it

with a small piece of cloth saturated with oil. This spreads the oil evenly and in a sufficient quantity. The trouble in oiling these parts with an oil can is that the oil flows too freely, causing it to run from the rod onto the machine and making same unsightly.

Leather for Belts.

For cylinder talking machines the essential features of belts are that they be of a first-class quality of soft pliable leather, of even thickness and width throughout their entire length, and when jointed that no extra thickness or lump is found by the joint; any belts that are uneven in thickness or width, or have a lump at the joint, will cause the mandrel to run unevenly, thereby causing a waver in the tone. The same trouble will be experienced if a belt is too tight or too loose; as, if tight, it pulls so hard on the driving shaft as to cause undue friction in the same; and, if too loose, it will slip on the pulleys, thereby causing the mandrel to run unevenly, which produces a waver in the tone, or what is technically called poor regulation.

The Sapphire Point.

Reproducing buttons made of glass instead of the regulation sapphire point should never, under any circumstances be used, as they will invariably spoil the records.

The Wearing Power of Records.

According to the National Phonograph Co., one Edison "gold moulded" record may be played from 300 to 500 times or more without much damage resulting, while another would be almost worthless after one hundred reproductions. Record wear depends entirely upon conditions and cannot be accurately judged.

Principle of the Telegraphophone.

Replying to an inquiry from a correspondent for information concerning the telegraphophone, the New York Sun says: "The telegraphophone depends on a principle of local magnetization discovered and made available by Waldemar Poulsen. The essential part of the instrument involves two spools in rapid revolution and a fine steel wire, a hundredth of an inch in diameter, rolled from one upon the other. As the wire passes through the recording part of the instrument it receives local magnetization from a small two-pole electromagnet articulated with the sensitive diaphragm of an ordinary telephone receiver. At each contact following the vibration of the diaphragm the wire is magnetized at that spot. In order to secure sufficient space

between the magnetized localities the wire must be speeded to about three metres the second. If now the locally magnetized wire be run at the same rate through a reproducer the local magnetism of each spot attracts the magnet, this sets up in the diaphragm vibrations similar to those originally made by the receiving diaphragm, and thus the voice is reproduced. In another type of record a disc is similarly employed."

Machine Without Needle, Horn or Diaphragm.

It is said that a new talking machine that perfectly reproduces sound without the use of either needle, diaphragm or horn will be put on the market during the coming year. The records are said to be practically indestructible and capable of holding an entire opera, and will be very inexpensive to make. Those who have heard this machine pronounce it marvelous and say it is built on an entirely new principle. Although applications for patents have been made, considerable mystery surrounds the construction of this talking machine, but those who are financially interested in it promise that it will be ready for public examination by next fall, and express their entire confidence in its success.

SOME QUESTIONS ANSWERED.

Sykesider, Md., Dec. 31, 1906.

Editor Talking Machine World, New York:

Dear Sir—Please inform me through The Talking Machine World on the following questions:

First. Would I be infringing on the patent rights of the talking machine manufacturers of this country if I import machines and records manufactured in Europe and by offering them for sale?

Second. What is the duty on such imports and how figured? Thanking you in advance, I am, yours very truly,

O. O. MILLAR.

First. If of the kind and type sold here, yes.

Second. Forty-five per cent. ad valorem.

UNIVERSAL CO.'S FINE QUARTERS.

The Universal Talking Machine Mfg. Co.'s new plant at Camp and Mulberry streets, Newark, N. J., is now in smooth running order. The floors are planned out to the best advantage for handling the business, and the offices are a marked improvement on the former Warren street premises in New York, affording more privacy and conveniences. Superintendent Haug, who has recently taken out a number of patents on sound boxes and tone arm devices, has not only a cozy office on the second floor, looking out on Camp street, but an experimental room fitted up with a modern equipment, as well as a record plant. President Royal also has his quarters on the same floor. The factory has a splendid light on all sides, from the basement to the top story. General Manager Macnabb is commodiously located off the general office on the main floor. The shipping facilities are excellent. On the fifth of the month John J. Foley and H. R. Bruder, the company's two travelers, left for their respective territories. Possibly President Royal may take a trip to meet the trade and get in touch as the new executive. In the event of Mr. Royal not being able to make the journey, Mr. Macnabb will go instead, and be away for several weeks. Mr. Macminemen last month completed a jaunt of 7,000 miles in five and a half weeks, going as far west as Denver, Col. It is likely he will hereafter remain at headquarters in charge of the sales department. By next month the company will have a new concert and a Royal Grand machine ready for the market, as well as a 12-inch record that will retail for \$1, on which their new grand opera music will appear—four scores complete.

The American Talking Machine Co., Furey & McArdle, and the Piano Player Co., Omaha, Neb., have been bought up by F. J. McArdle, and will be run under his own name. He has recently taken space in Hayden Bros.' department store of that city and opened a very fine talking machine section.

GREETING

*To every one handling Talking
Machines and Parts.*

Be it known, that we have installed
machinery for making

Screw Machine Products

up to 1 inch in diameter, and believe we can quote
you attractive prices.

Send in your samples to

The Wallace Barnes Co.

Bristol, Conn.

THE COMMERCIAL GRAPHOPHONE

Endorsed by the Government Authorities—
Used at the Recent Hearing on the North-
western Coal Famine Case in Chicago—How
Time Was Saved at President's Request.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,

Chicago, Ill., Jan. 8, 1907.

Although commercial talking machines have been in more or less extensive use throughout the country for some time past, they were placed in a new light at the Government hearing in the Northwestern coal famine case held in this city late in December. It might be said to have put the stamp of official endorsement upon the use of the commercial talker, and the success of the experiment should ensure their frequent use in Government matters in the future.

When the President commanded that evidence in the coal famine case be rushed, a battery of talking machines was placed in the Majestic Hotel in Chicago so that the testimony given at the hearing before the Interstate Commerce Commission in the Federal building might be transcribed in record-breaking time and started on its way to Washington almost before the witness had left the stand.

A relay of stenographers was kept rushing from the courtroom across the street to the hotel with notebooks jammed with testimony fresh from the lips of the witnesses. In the hotel everything was ready for speed. Into the rooms rushed the stenographer, and reading from his notes he would dictate the testimony into the receiver of a talking machine at the rate of 250 words a minute. As soon as a cylinder was full it would be taken from the machine by another stenographer, who would transcribe the record. Not waiting to see the result of his work, the first stenographer would hurry back to the Federal building and begin to take more testimony.

When E. W. McKenna, vice-president of the Chicago, Milwaukee & St. Paul Railroad, left the

stand shortly before noon, two-thirds of his testimony had been taken and transcribed in typewritten form, ready to be shipped to Washington.

Thirty minutes after the session adjourned all the testimony was in and most of it was typewritten, ready to go to the President, but a trail of frayed stenographers filed out of the Federal building and graphophones were suffering from hot journals.

According to those in charge of carrying out the President's "hurry up" order, the world's record was made on this occasion in transcribing testimony. Under the old method it would have required three days to transcribe the evidence, but by the new method they reduced the time one-half.

Over in the Federal building J. W. Midgely, a former railroad official, began his testimony at 11 o'clock. A stenographer took a notebook full of it and made a record run to the graphophones. While Midgely was yet testifying, the voice of the stenographer could be heard repeating his previous words into a talking machine.

A moment later and the machine began to repeat Midgely's words to another stenographer, who took them down on a typewriter. Another stenographer rushed into the hotel with more of Midgely's words and began to feed them into another machine, which, when full, would begin to talk back to another stenographer. Still another stenographer dashed in and started a third machine.

A moment later a fourth machine was pressed into service. The room literally was full of Midgely's words, talking in four different sections. When the whole testimony was in, the number of machines gradually went out of service until, when the witness stopped talking in the Federal building, only one machine was in use.

J. B. Finlay, a music dealer of Danville, Ky., has moved to larger quarters in that city, where he will engage in the manufacture of talking machine horns.

ST. LOUIS BREAKS RECORDS

During Holiday Season—Trade Optimistic
Over Outlook for 1907.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 7, 1907.

The talking machine trade for the month of December has broken all previous records for the same month, and shows how very healthy the demand for amusement of this kind is. Every dealer in the city makes enthusiastic reports, and all are very optimistic as to the new year.

Manager Clancy, of the Columbia Phonograph Co., states that December was the best December they have ever had locally by a large increase, and that the larger proportion of the trade was on high-class instruments.

Manager Ramsdell, manager of the St. Louis Talking Machine Co., states that they had the best December on record, and that they sold a large number of their \$200 instruments. He looks for a big year's business in 1907.

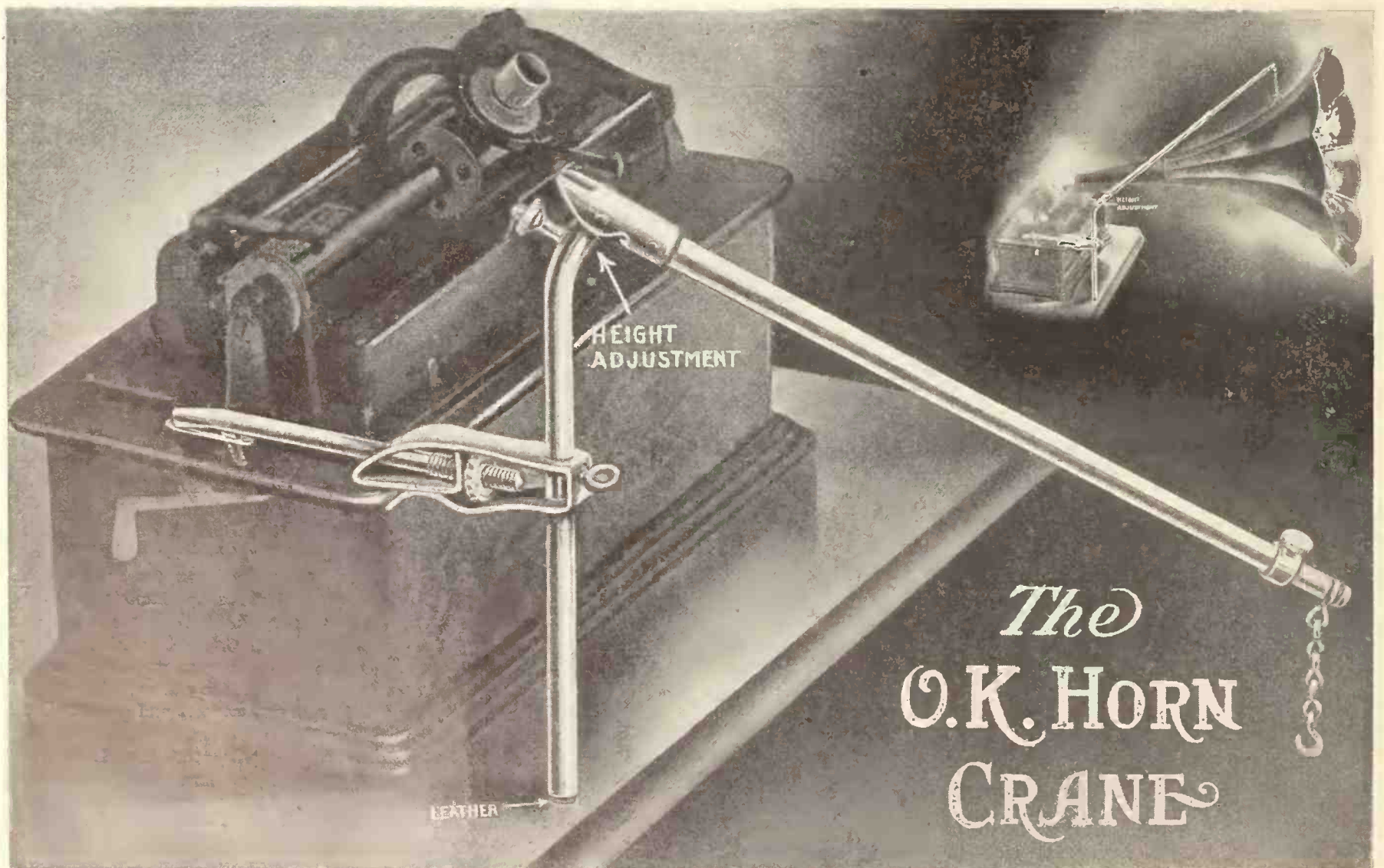
The Conroy Piano Co. had a heavy business in their talking machine department during December, and also a heavy sale on records.

The Thiebes-Stierlin Music Co. had a fine business in their new talking machine department, and Manager Brewer states that they had a big rush during the closing days of the holiday season.

Manager Walthall, of the talking machine department of the O. K. Houck Piano Co., states that their Christmas trade was a record breaker, and that they had a phenomenally large demand for records.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports having had an exceptionally large trade during the month of December, which included a large sale of records.

The Koerber-Brenner Music Co., one of our up-to-date concerns, report having had a very large sale of talking machines throughout this territory during the last month.



FOR EDISON AND COLUMBIA MACHINES

ASK YOUR JOBBER

THE IDEAL FASTENER CO.

143 LIBERTY STREET
NEW YORK CITY

A SATISFACTORY SALES FORCE.

A Talking Machine Man Gives Some Reasons Why Women Often Succeed Where Men Fail—Relates His Own Experiences.

One of the large talking machine dealers in a nearby city has taken up the matter of whether a man or woman is most satisfactory behind the sales counter. His experiences as related to The World are these: "I had a young man that was doing so well that he concluded he could do better on his own account, and no other help being available I took my typewriter from her work during the rush hours, and in a few days found that she was making some phenomenal sales. I watched her methods, as compared to those of some of the male clerks in my employ.

"I soon saw how she was taking sales away from the others. In the first place she was a born diplomat, and it only required a few words on her part to find out the circumstances and tastes of the prospective customer if a lady. If it was a machine that was wanted, the first thing she did was to find out what kind of one her dearest friends possessed, and then by a subtle suggestion persuaded her she ought to possess something better. And in almost every case the appeal to the customer's vanity worked. If it was simply a question of records, the tastes of the family and the customer were taken into consideration, and the way in which she would persuade them to add this, that or the other number to their repertoire was simply amazing.

"If it was a gentleman that was at her mercy (she had none), I could safely bet that they would spend double the amount that they had in mind, and go away with the resolve to call again as soon as possible. I do not mean to say that all young ladies could do as well, but I believe that they can do fully as well, if not better, in the sales department as the average young man. I will add more to my staff in the near future, and already have placed the one in question in that department of my business.

"I think in small towns and villages that the talking machine business is an ideal one for young women, particularly those who are not adapted for the more rigorous employments usually assigned to the gentler sex. I have now two who are selling machines on a commission basis, and both earn on an average of \$18 a week, and at the same time maintain their self-respect to a greater degree than others who make a precarious living by selling books or who slave long hours at dressmaking or kindred work, and brings them into close contact with the most refined class of people in their neighborhood."

RECENT INCORPORATIONS.

Among the incorporations filed with the Secretary of State of Maine last week was that of the Royal Phone & Record Mfg. Co., of Portland, for the purpose of making and dealing in talking machines, with a capital of one million dollars. President, C. E. Perkins; treasurer, T. H. Gately, Jr., of Portland.

TALKER HELPED MINER HICKS.

L. B. Hicks, the miner whose entombment in a mine at Bakersfield, Cal., for over two weeks, and the efforts of other miners to reach him by tunneling thrilled the entire country, was cheered after the twelfth day by the music of a talking machine. Seeking for something to relieve the awful monotony of being penned in one position for days, Hicks requested music. The men at the upper end of the pipe that had been driven down to the entombed man, sang as best they could into its mouth, but without great result. Then a talker and a supply of latest records was brought. When the machine was started, the man who had faced a horrible death bravely for twelve days shouted like a child with a new toy.

"Make that machine rip out 'Down in a Coal Mine,'" he yelled.

"Can't," was the reply; "ain't got no record." However, all the old familiar melodies that

could be obtained were played for Hicks' benefit, and the surgeons said that the talker proved one of their greatest aids to keeping the prisoner's mind occupied and preventing him from brooding over his predicament, which, under the circumstances, would have possibly made him a maniac.

TALKING MACHINES IN AFRICA

Very Popular, Particularly in German Southwest Africa.

The phonograph and its various modifications have been spread all over the world, penetrating even into some of its dark and remote corners. It is an interesting story—that told of the traveler who first took a talking machine into the jungle of Africa with him. Upon hearing a voice issue from the funnel, the savage men, who were threatening the life of the explorer, fled in abject terror, and during the whole period of travel, as the wonderful news spread from tribe to tribe, the explorer was looked upon as a white god, who had at his command a terrible and amazing magic.

Some of the machines recently taken to German Southwest Africa have proved tremendously popular, and the natives never seem to tire of listening to the songs and music. One picture shows a gathering of black children as an attentive audience, with a dog in the foreground, which well might be the same intelligent beast that has posed for the well-known picture "His Master's Voice," and is listening just as attentively, though it is safe to say he does not hear his master's voice.

The concerns in America and Europe interested in the sales of talking machines confidently assert that the whole of the Dark Continent soon will be marked by them from the Cape to Cairo. So it may be, should this prediction prove correct, that the roar of the "fierce monarch of the forest," the trumpeting of the wild elephant or the roar of a tiger will be mingled with the melody of "Bill Simmons" or "Because You're You," writes a correspondent, breathed out from the mechanical throats of these American contrivances.

HAS DISCOVERED THAT VOICE!

"I have often wondered," said a friend of the editor's, "where the talking machine makers get the remarkable voices which the announcers of the next song or speech to be given by the machine use. But the mystery was solved to-day

when I heard the conductor on a Brooklyn Rapid Transit train use just such a tone of voice in announcing stations. But still another puzzle now arises. Did the conductor have a voice of that sort originally, or did he acquire it from having heard it in the talking machine? Was it natural or a vitiated voice? I am writing for some light on that problem."

UNIFORM BILL OF LADING.

Decided Upon at a Recent Conference Between Eastern Railroads and Shippers.

The members of the talking machine trade in general will be interested to know the dispute over a uniform bill of lading, which has been carried on between Eastern railroads and shippers for the last six years, was recently settled at a conference in Washington, D. C., of representatives of railroads and the Illinois Manufacturers' Association and other organizations of shippers.

The principal points in dispute were whether initial carriers should be held responsible for damage or loss of shipments, and whether railroads could compel shippers to pay a premium of 20 per cent. over published rates in order to obtain compensation under the common law for lost or damaged freight.

The Carmack amendment to the Interstate Commerce law settled these two points in favor of the shippers. At the conference representatives of railroads agreed not to oppose the law on this point. They also agreed that bills of lading may be made negotiable as in the past.

The uniform bill of lading in a form satisfactory to shippers went into effect on all the Eastern railroads January 1. In all probability the same form will be adopted in a short time by the Western roads.

PHONOGRAPHITIS PREVALENT.

So extensive has been the demand for the Edison phonographs and records handled by W. A. Burr in Roseburg, Ore., that he has named the craze "phonographitis." Mr. Burr carries nearly every number in the entire Edison catalogue of records, and did a great business with the December list, including Christmas selections.

In the boot and shoe trade, as well as in a number of other industries the cheap phonograph as a premium machine is becoming quite a feature. A number of merchants who have tried this plan are most enthusiastic about its trade winning properties.

L. BUEHN

E. E. BUEHN

ANNOUNCEMENT.

LOUIS BUEHN & BROTHER

FORMERLY

WELLS PHONOGRAPH COMPANY

¶ We desire all our friends and customers to know of the above change in firm name.

¶ We have an exceptionally large stock of Edison and Victor records. Send us your orders for prompt service.

¶ Write for prices on our fine line of

DISK and CYLINDER CABINETS

45 North 9th Street, Philadelphia.

IMPORTANT "BRIEFS" FILED AT COPYRIGHT HEARING.

By Philip Mauro in Which Some Strong Points Are Set Forth and by Frank L. Dyer, Whose Logic Is Incontestible—These Papers Should be Read by Every Talking Machine Man Who Desires to Keep in Touch With Copyright Development.

Although unable to appear in person at the hearings, Philip Mauro, one of the best-known attorneys connected with the talking machine interests, filed an elaborate brief with the joint patent committees of Congress on the copyright bill, of which the following brief extract is his opening remarks, dealing specifically with "property in ideas" and paragraph G of section 1:

"Much of the argument by which it has been sought to support paragraph G is based upon a fundamentally wrong assumption, namely, that thoughts or ideas are property. There is no natural property in ideas after publication—i. e., after expression has been given to them. One may, of course, keep his thoughts to himself (and generally it were well for himself and others so to do), but the moment he has communicated them to the public they fall into the common fund, and there is nothing immoral, unethical, or a proper subject of animadversion, in thinking another man's thought, or in communicating it to others for their profit or entertainment. All talk about 'dishonesty' and 'theft' in this connection, from however high a source, is the merest claptrap, for there exists no property in ideas, musical, literary, or artistic, except as defined by statute. It is entirely a matter of convention or contract; and in framing legislation for the benefit of that worthy class of persons who devote their gifts and energies to the embodiment of intellectual conceptions in some useful, ornamental, or instructive form there are two parties to be considered, namely, the public and the producer; and it is the duty of our legislators to consider first the interest of the former, whom they represent, and whose servants they are.

"Not only so, but the Constitution has with great clearness limited the object to which such legislation must be directed. It is not to benefit a special class of workers, however deserving, but to promote the progress of science and the useful arts. That is to say, the interest of the public is to be considered as paramount; and the underlying theory of the entire patent and cognate legislation of this country is and has been to shape such laws as will induce and stimulate the greatest quantity and best quality of intellectual output along these definite lines. As individuals the members of the committee may entertain kindly and liberal sentiments toward

authors, composers, etc., but as legislators they cannot properly be influenced by such sentiments to the enactment of any legislation which would not be clearly in the interest of the public.

"The writer would not care to enter opposition to the real interests of the composers, and it is a source of satisfaction to him to know that, in attacking paragraph G, he is not opposing the interests of these public benefactors, but quite the reverse, although it has been artfully made to appear that paragraph G is in their interest.

"To assist in stripping from the arguments advanced in support of paragraph G, the superficial plausibility with which it is invested by an insincere appeal to the supposed 'rights' of the composer and author, we would point out that, of the enormous contributions added day by day to the common fund of ideas, but a relatively small number can find any monopolistic protection under the law. It is only when the ideas take the form of a literary or musical composition, or of an ornamental design, or of a useful improvement in an art, machine, or composition of matter, that they can be made the subject of protection under the laws. Ideas of treating diseases, of improving live stock, of producing new varieties of plants and flowers, of instructing children, of teaching the deaf and blind, of constructing houses and buildings, of landscape gardening, of conducting business enterprises in their manifold forms, and many other groups of ideas by which the public is benefited are the fond objects of no protecting laws. Many and numerous classes of public benefactors continue ceaselessly to pour forth their flood of useful ideas, adding to the common stock of knowledge. No one regards it as immoral or unethical to use these ideas, and their authors do not suffer themselves to be paraded by sordid interests before legislative committees, uttering hominastic speeches about their 'rights' and representing themselves as the objects of 'thrift' and 'piracy.' Certainly it cannot be contended in behalf of paragraph G that it is in the interest of the public, or that it has the slightest tendency to promote science and the useful arts. Such being the case it is improper legislation."

Frank L. Dyer's Arguments.

Another pointed argument was that made by Frank L. Dyer, representing the Edison Phonograph Works and the National Phonograph Co., who said in part as follows:

graph Works and the National Phonograph Co., who said in part as follows:

"I wish to say in the beginning that the statement which was made before this committee in June, to the effect that the Edison Co. were interested in any scheme or combination by which musical copyrights might be monopolized is absolutely unfounded, so far as those companies are concerned. They are unalterably opposed to those sections of the bill which relate to their business, including the section (subdivision 9 of section 1) which we are now discussing. * * * The thing which the law protects is not the idea, but the embodiment of the idea. A musical composition, if it is copyrighted at all, is copyrightable because it is a 'writing,' and can be read by the skilled person to whom it is addressed. That is to say, a collection of sounds or noises, the embodiment of music is not copyrightable; but a writing, which is addressed to musical people, is a thing which is copyrightable. A phonograph record is not a writing, as I contend, because it cannot be read, not only because of its minuteness and its enormous complexity, but because, as distinguished from the perforated rolls, of its variability. That is to say, a phonograph record of a particular piece may be played one day, and the next day the same piece may be played on the phonograph, and the two records will be absolutely dissimilar.

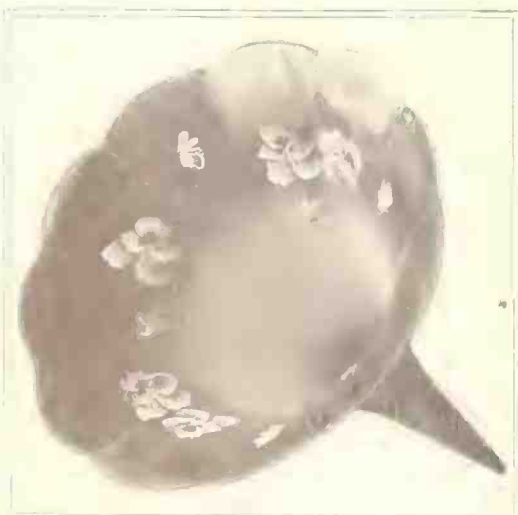
"Mr. Edison determined to experiment in that direction in the early days to see if it was not possible to read a phonograph record. He operated a phonograph and spoke the letter 'a' into it. That letter would require the length of about one foot, and would be represented by many thousand extremely minute vibrations. He examined with a microscope each particular indentation and made a drawing of it, so that at the end of two or three days he had what he thought was a picture of the letter 'a.' He tried it again with the letter 'a,' and he was surprised to find that the two pictures were absolutely dissimilar. Upon investigating the matter he found that the slightest change in the pronunciation of the letter, the slightest variation of a person's lips or vocal organs, resulted in the production of a completely different visible record, although to the ear it gave the same sound. That proves to my mind that a phonograph record is not a writing, because it cannot possibly be read. Some of the gentlemen present have stated that they understood a phonograph record could be read, but it is impossible to read it. It can only be heard through the ear.

"The present bill proposes two important departures in the law and seeks to protect: First, sounds themselves which impress the brain through the organ of hearing, and, second, records which of themselves give no indication of their subject-matter, but require to be used with a mechanical device to produce or reproduce the sounds. In other words, the bill proposes to protect the sounds themselves, so that any one who produces those sounds on a phonograph or a piano or vocally is an infringer. So the bill proposes to protect the sounds as distinguished from the embodiment of the sounds.

"The second absolutely novel proposition which the bill proposes to engraft on the statutes is that instead of protecting the embodiment of the idea which of itself is capable of giving to the mind of the observer the idea that was in the author's mind, it seeks to protect the records which give no indication of their subject-matter, but which require to be put on a mechanical device and which then operate to produce in the one case and to reproduce in the other the intellectual idea of the author.

"These are completely novel propositions in the copyright law. They have never been enforced in a single country in the world except in Italy. In the Italian courts not in an appellate court, I understand, it has been held that a phonograph record is an infringement of a copyright, and therefore that a copyright applies to the sound and not to the embodiment of the sounds. In France the courts have held that a phonograph record, if it merely contains sounds, is not an infringement, because the courts say a sound cannot be copyrighted; but where a phono-

SOMETHING NEW IN FLOWER HORNS



Our Flower Horns are sold at sight,
As they are constructed just right.
Every horn guaranteed not to fade,
And decorations the finest made.
New colors and new designs
We are making at all times.
Therefore, MR. JOBBER, do not delay,
And write for prices right away.

Also write for quotations on our new designs of wood colors to match any cabinet, and our new marble designs.

Newark Tinware and Metal Works

53 N. J. R.R. Avenue, Newark, N. J.

graph contains words that have been copyrighted it is an infringement. The reason for that is that over a hundred years ago the French Government passed an act excepting from the operation of the copyright law music boxes which were imported into France in large quantities from Switzerland; and the court said that the law excepting music boxes from the copyright law would apply to those phonograph records; but if they contained copyrighted words they were an infringement.

"Yes. In Belgium, in Germany, in England and in this country, up-to-date phonograph records have been excepted from the operation of the statute. I think the record which we have before us gives a decision of the Court of Appeals in this district in which it was held by that court that a phonograph record was not an infringement of the copyright laws. No possible infringement of a copyright law, even under this act, could result from the making of the records themselves, because those records may never be used, or they may be kept until the rights have expired, or they may be sent abroad. An infringement would only be committed when the dual thing happened, when the record, which represents a part of the infringing act, is brought into contact with the machine which makes the reproduction. In other words, the infringement would have to depend upon the doctrine of contributory infringement, as it is known in patent cases.* * *

"In this business a composer's chance is small, since of the many thousand musical copyrights registered, only about forty are used each month. Under the present law composers have only to submit their compositions to the talking machine companies instead of the publishers. Under the present law and under the situation as it exists to-day the composers can be adequately protected, because in the talking machine business a scoop is just as important as it is in the newspaper business. If Mr. Sousa would come to us with one of his compositions and we should have an opportunity of putting that on the record three months ahead of our competitor, it would be of great value to us, and we could pay him very handsomely for that composition. So I think that so far as the composers are concerned they have the same opportunities that a newspaper reporter has, if he has what he considers a scoop. But, after all, why should composers be treated with any greater tenderness than inventors? They are both the creators of intellectual property. They are both referred to in the same clause of the Constitution. They should both be protected by the same laws. It is not a fact, as the gentlemen have so earnestly argued before this honorable committee, that the law contemplates the protection of intellectual property."

PROGRESSIVE MEXICAN CONCERN.

Is the Espinosa Phonograph Co. Who Increase Capital Stock to \$200,000.

(Special to The Talking Machine World.)

Mexico City, Mex., Jan. 2, 1907.

The Espinosa Phonograph Co., which is the oldest talking machine company in the republic, having been established since 1891, are planning to increase their capital from \$150,000 to \$200,000. A reorganization of the officers of the company has taken place since the death of J. H. Wilkinson, who at the time of his death, November 20, was general manager of the company. Joaquin Espinosa now becomes president and treasurer, and Joaquin Espinosa y R., now becomes vice-president and general manager, taking over the active management of the business.

The head offices of this company are at Santa Clara No. 18½, the building being the property of the Espinosas. This building is undergoing the first stages of a complete reconstruction, which is to cost about \$100,000. The building is now two stories high, and two more are to be added to it. The first and second floors are to be used as the general offices of the company, the sales room remaining in the front and lower part, where it has always been located. The ad-

ditional floors are to be made into office rooms, thoroughly modern throughout, with elevator installation.

It is from these offices that the company now regulate the business of the branch stores and agencies throughout the republic. The Espinosa company have five stores and two agencies, or seven houses in the city. Besides this, it has branches in Queretaro, Guadalajara and Puebla, and agencies in twenty-seven other towns of the republic. It is the intention of the company to open up branch stores in Merida, Monterey, Guadalajara and Guanajuato soon.

The Espinosa Co., who are the exclusive agents for the Columbia Phonograph Co. in the republic, will soon issue their new catalogue of popular Mexican airs, which is undoubtedly one of the best collections in the republic. Some months ago Joaquin Espinosa y R., went to New York, taking with him the best artists procurable, for the purpose of making the records at the factory. It required three months to finish the work.

UTICA CRANE CO. INCORPORATED.

The Utica Crane Co., of Utica, N. Y., has been incorporated with the Secretary of the State of New York with a capital of \$1,000, for the purpose of manufacturing talking machine cranks and fixtures. Those interested are William Harrison, Cora J. Harrison and George A. Rogers, of Utica, N. Y.

TALKING MACHINES AS TEACHERS.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 31, 1906.

Talking machines will become eligible for membership in the teachers' union if Dr. James F. Chvatal has his way. Declaring that the board is too poor to carry out the Post report unless a wholesale cut is made, Trustee Chvatal recently advocated the introduction of talkers in the public schools as "language teachers." He declared that the reform members of the board would find it far cheaper to buy a talking machine loaded

with French and German cylinders than to pay the increases provided for in the Post report.

Dr. Chvatal said that at a future meeting of the board he will introduce a resolution calling for the purchase of these machines. He pointed out that they are being used in a number of the accredited private schools of language. "Then," said Dr. Chvatal, "we would have a teachers' union that would be quite harmless. It could send out its phonographic members to make speeches and should they become too socialistic the board could discharge them without trial."

CHATTANOOGA CO.'S QUARTERS.

(Special to The Talking Machine World.)

Chattanooga, Tenn., Jan. 8, 1907.

The Chattanooga Phonograph Co. have opened a handsome store at 929 Main street, this city, and are carrying the Columbia Phonograph Co.'s line. At present they have a complete assortment of both disc and cylinder machines and nearly 15,000 records. The company was organized by Frank H. Atlee, who acts as manager, with Russell Hardy as assistant, and it is their intention to cater to trade of the higher class.

HERE'S A COMPETENT WITNESS.

In a suit which recently came up for hearing before Judge Newburger in the criminal branch of the Supreme Court, a new use of the phonograph was brought to light. The witness was relating the substance of a private conversation he had with another man, and to confirm the accuracy of his remarks he stated that when he expected this party to call upon him he attached a megaphone to a phonograph and had it placed in an adjoining room so as to record their conversation.

The talking machine business of T. C. Hough, in Minneapolis, Minn., has increased so rapidly within the last six months that he has found it necessary to open two branches in different parts of the city. Mr. Hough handles the Victor and Edison lines.



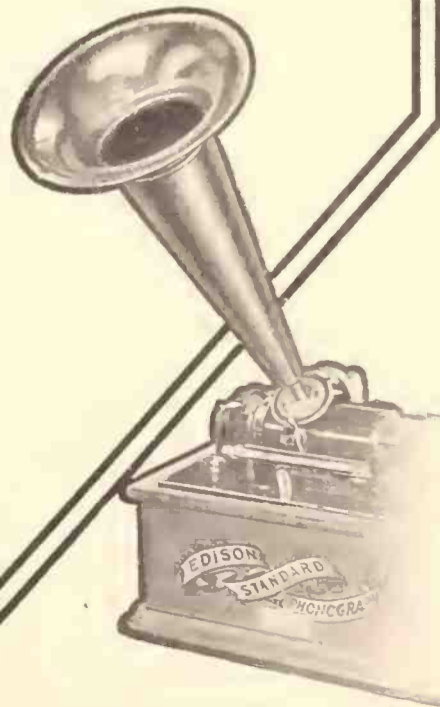
Listen!

to the voice of the greatest and most perfect language teacher in the world. He says—I would like to tell my friends, the phonograph dealers, how I can help them, how I can increase their business from 10 to 30 per cent.—and just stop and think what this means to YOU. Why there is a dealer out West who is doing a business of \$15,000 a year on his I. C. S. Language Outfits exclusive of his amusement records, outfits, etc. This shows the possibilities that exist in the

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

Any wide-awake dealer who will give me a fair trial will be helped in every way possible to make a success of his language business. Free advertising literature will be furnished him for distribution, copy for newspaper ads will be given him—in fact everything will be made easy for him to make large sales of Language Outfits, and, thru his increased advertising, to very appreciably enlarge his regular sales. Why not find out in detail what I can do for YOUR particular business? Just write me a postal. Address it to the Professor, care of the

International Correspondence Schools
Scranton, Pa.



Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY

Are the largest Eastern Distributors of

Victor Talking Machines and Records

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

150 Tremont St., BOSTON, MASS.

SAINT LOUIS TALKING MACHINE CO.

Southwestern Headquarters for

Victor Machines and Records

We are Specialists of long experience and guarantee satisfactory service
SAINT LOUIS, MO.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.

WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

You Can Get Goods Here
Edison **Victor**
JOBBERS **DISTRIBUTORS**

Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory

McGREAL BROS., Milwaukee, Wis.

HARGER & BLISH

Western Distributors for the

VICTOR COMPANY.

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

DUBUQUE, IOWA.

BABSON BROS.

304 WABASH AVENUE
CHICAGO, ILL.

Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

BENJ. SWITKY

Victor and Zonophone Distributor

'Phone 665 Gramercy 27 E. 14th St., New York City

PITTSBURG PHONOGRAPH CO.

VICTOR and EDISON
JOBBERS and JOBBERS

Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

NEW ENGLAND JOBBER HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Minnesota Phonograph Co.

ST. PAUL MINNEAPOLIS
37 E. 7th Street 518 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

Eclipse Phonograph Co.,

Hoboken, N. J.

Jobbers of Edison Phonographs and Records.

Best deliveries and largest stock in New Jersey

T. H. TOWELL, Pres. & Treas.

THE ECLIPSE MUSICAL COMPANY

JOBBERS OF EDISON PHONOGRAPHS,
VICTOR TALKING MACHINES,
RECORDS AND SUPPLIES.

LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.
Edison and Victor Machines
and Records.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking
Machines
and RECORDS Wholesale and Retail
Largest Stock in the South

E. F. DROOP & SONS CO.

925 Pa. Avenue 109 N. Charles St.
WASHINGTON, D. C. BALTIMORE, Md.

Wholesale and Retail
Distributors

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Victor Talking Machines

Southern Representatives for

Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

Victor Talking Machines and Records

SELF-PLAYING PIANOS.

Catalogs and Prices on Application.

Pacific Coast Distributors

Sherman, Clay & Co., San Francisco, Los Angeles, Seattle.

PERRY B. WHITSIT L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

S. B. DAVEGA,

EDISON JOBBER

VICTOR DISTRIBUTOR

Kaiser's Illuminated Signs for Edison, Victor and Columbia Records

32 East 14th St. New York City.

WEYMANN & SON

WHOLESALE DISTRIBUTORS

EDISON Talking Machines VICTOR
Records & Supplies

Place your name on our mailing list.
We can interest you.

923 Market St., Philadelphia, Pa.

SOL BLOOM

SOL BLOOM BUILDING

3 E. 42d Street, New York

VICTOR DISTRIBUTOR
EDISON JOBBERS

All the Latest Novelties in Talking
Machines, Attachments, Supplies, Etc.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order

Victor Machines and Records

... of ...

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great.
Be sure and have your firm in the February list.

Leading Jobbers of Talking Machines in America

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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the February list.

WHAT IS "GOOD WILL."

Interestingly Defined by Judge Lacombe.

In the talker trade good will often constitutes a big asset, and a United States judge, in a decision, discusses the question of good will in the following language:

"Good will has been defined as 'all that good disposition which customers entertain toward the house of business identified by the particular name or firm, and which may induce them to continue giving their custom to it.' There is nothing marvelous or mysterious about it. When an individual or a firm, or a corporation has gone on for an unbroken series of years conducting a particular business, and has been so scrupulous in fulfilling every obligation, so careful of maintaining the standard of the goods dealt in, so absolutely honest and fair in all business dealings, that customers of the concern have become convinced that their experience in the future will be as satisfactory as it has been in the past, while such customers' good report of their own experience tends continually to bring new customers to the same concern, there has been pro-

duced an element of value quite as important as—in some cases, perhaps, far more important than—the plant or machinery with which the business is carried on. That it is property is abundantly settled by authority, and, indeed, is not disputed. That in some cases it may be very valuable property is manifest. The individual who has created it by years of hard work and fair business dealing usually experiences no difficulty in finding men willing to pay him for it, if he be willing to sell it to them."

BIG TRADE IN CANADA.

According to the Canadian Music Trades Journal, everywhere in the Dominion the sale of talkers has been phenomenal, and has simply astonished the dealers by its rapid growth. One large retail piano concern handling talkers has found it necessary to appoint a thoroughly competent man to take charge of this department, and has given him two assistants. In the same establishment four months ago the trade was not regarded as particularly interesting, and was looked after by any salesman in the store who happened not to be busy. A demand has also

arisen for good men to take charge of talking machine departments, and many firms are expressing eagerness to get hold of a really first-class man. A man with a knowledge of how to manipulate the machines combined with the qualities that go to make a good salesman, will have no difficulty in securing a position at a good salary.

A NEW YEAR'S SOUVENIR.

William Carleton, the talking machine dealer of 917-919 West Lake street, Chicago, Ill., favored his patrons with a unique photograph, to which is fastened a small calendar. The feature of the photo is a half-dozen miniature skeletons seated in tiny chairs placed on the surface of a disc record. Each figure is playing some instrument—a trombone, banjo, bass drum, etc.—and the concert is entitled "Ghosts of Music," upon the theory, perhaps, that the production of sound from a talking machine record approaches the supernatural. Mr. Carleton's name is also strongly in evidence, together with the lines he handles, which include Victor, Edison and Columbia machines and records.



For a Powerful Organ-like Tone the New

M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

M. HOHNER, 475 Broadway, NEW YORK

76 York Street, Toronto, Canada

RECORD BULLETINS FOR FEBRUARY, 1907.

NEW EDISON GOLD MOULDED RECORDS.

- 9458 A Garden Matinee (Prinl) Edison Concert Band
- 9459 When the Snow Birds Cross the Valley (Solman) Harry Macdonough
- 9460 Kentucky Babe (Geibel) Vassar Girls Quartette
- 9461 Lustspiel Overture (Keler-Béla)
- 9462 A Lemon in the Garden of Love (Carle) Edison Symphony Orchestra
- 9463 Good-a-Bye, John! (Herbert) Billy Murray
- 9464 Fancy Little Nancy (Baines) Collins and Harlan
- 9465 Regimental Pride March (Heed) Ada Jones
- 9466 Uncle Josh in a Chinese Laundry (Rube) Edison Military Band
- 9467 Looking This Way (Van De Venter) Andrew Keefe
- 9468 Good-bye, Sweet Maryland (Rosenfeld) Miss Hinkle and Miss Keyes
- 9469 Little Nell (Pryor) James F. Harrison
- 9470 Night Time (Cohan) Albert Benzler
- 9471 Whistle It (Herbert) J. W. Myers
- 9472 And a Little Child Shall Lead Them (Harris) Miss Trix and Messrs. Meeker and Murray
- 9473 Cherry—Intermezzo (Albert) Byron G. Harlan
- 9474 Alice, Where Art Thou Going? (Gumble) Edison Concert Band
- 9475 Cherry Hill Jerry (Original) Billy Murray and Chorns
- 9476 Somebody's Waiting for You (Gumble) Ada Jones and Len Spencer
- 9477 Ave Maria (Gounod) Harry Anthony
- 9478 Because You're You (Herbert) Hans Kronold
- 9479 I'm Going Right Back to Chicago (Van Alstyne) Miss Hinkle and Mr. Macdonough
- 9480 A Flower from Home, Sweet Home (Schmid) Arthur Collins
- 9481 Arrah Wanna Medley (Original) Edison Male Quartette

NEW COLUMBIA 10-IN. DISC RECORDS.

- VOCAL QUARTETTE, MALE VOICES, PIANO ACCOMP.
- 3547 Ain't You Coming Back to Old New Hampshire, Molly? (J. Fred Helf) The Columbia Quartette
- 3548 On San Francisco Bay (Bryan and Hoffmann) TENOR SOLO, ORCH. ACCOMP. Billy Murray
- 3549 Andulko safarova—Pochod (Knoch) Prince's Military Band
- 3550 Cherry Intermezzo (L. Albert) Prince's Military Band
- 3551 Under Arms March (Al Hayes) Prince's Military Band
- 3552 Selections from "The Red Mill" (Victor Herbert), introducing "Mignonette," "When Love Is Young and the World Is Fair," "Whistling Song," "Go While the Goin' Is Good," "Every Day Is Ladies' Day With Me" Prince's Orchestra
- 3553 Jigs and Reels Medley (Arranged by C. A. Prince) VIOLIN SOLO, ORCH. ACCOMP. Walter Biedermann
- 3554 Record "E" introducing "Moses Andrew Jackson, Good-bye," sung by Arthur Collins MINSTREL, ORCH. ACCOMP. The Rambler Minstrel Company
- 3555 Won't You Throw a Kiss to Me (Wm. McKenna) BARITONE AND TENOR DUET, ORCH. ACCOMP. Collins and Harlan
- 3556 Let the Lower Lights Be Burning—Sacred (P. P. Bliss) BARITONE AND TENOR DUET, ORCH. ACCOMP. Anthony and Harrison
- 3557 The Mississippi Stocker (Bert Williams) BARITONE SOLO, ORCH. ACCOMP. Bert Williams
- 3558 What's the Use of Loving, If You Can't Love All the Time (Harry Armstrong) BARITONE SOLO, ORCH. ACCOMP. Arthur Collins
- 3559 Fare Thee Well My Old Kentucky Home (Joe Nathan) BARITONE SOLO, ORCH. ACCOMP. J. W. Myers
- 3560 He Handed Me a Lemon—Comic Song (J. Fred Helf) BARITONE SOLO, ORCH. ACCOMP. Bob Roberts
- 3561 She's So Much Like You, Mother (Gilbert and Ball) TENOR SOLO, ORCH. ACCOMP. Frank C. Stanley
- 3562 How Can I Leave Thee (C. Cramer) TENOR SOLO, ORCH. ACCOMP. Henry Burr
- 3563 Maryland, My Maryland (Harry Armstrong) TENOR SOLO, ORCH. ACCOMP. Albert Campbell
- 3564 In My Merry Oldsmobile (Gus Edwards) SOPRANO SOLO, ORCH. ACCOMP. Billy Murray
- 3565 If the Man in the Moon Were a Coon (Fred Fischer) MISS ADA JONES
- 3566 Cherry Hill Jerry (Lowitz) MISS ADA JONES and Mr. Len Spencer
- 3567 Flanagan's Troubles in a Restaurant (Steve Porter) TALKING RECORD—DESCRIPTIVE. Steve Porter

NEW COLUMBIA 12-IN. DISC RECORDS.

- 30042 Sextette from "Lucia" (Donizetti) Prince's Military Band
- 30043 Overture to "Poet and Peasant" (Suppe) Prince's Military Band
- 30044 Overture to "Semiramide" (Rossini) Prince's Military Band
- 30045 Sweet Longing—Romance—Snses Sehnen (Menzel) Biedermann, Linsky and Prince
- TENOR SOLO WITH QUARTETTE CHORUS, ORCH. ACCOMP.
- 30046 When Daddy Sings the Little Ones to Sleep (Kerr and Vogel) Albert Campbell and the Columbia Quartette
- 30047 Looking This Way (J. D. Van De Venter) BARITONE AND TENOR DUET, ORCH. ACCOMP. Anthony and Harrison
- 30048 I'm Going Right Back to Chicago (Egbert Van Alstyne) BARITONE SOLO, ORCH. ACCOMP. Arthur Collins

- SOPRANO SOLO IN ITALIAN, ORCH. ACCOMP.
- 30049 Che tua madre, from the Grand Opera "Mme. Butterfly" (G. Puccini) Mme. Gina Ciaperelli

NEW COLUMBIA XP (CYL) RECORDS.

- TENOR SOLO, ORCH. ACCOMP.
- 33066 On San Francisco Bay (Bryan and Hoffmann) Billy Murray
- 33067 In the Lead—March and Two-step (Henry Frantzen) Prince's Military Band
- 33068 The Banner March (F. Von Blon) Prince's Military Band
- 33069 Jigs and Reels Medley (Arranged by C. A. Prince) VIOLIN SOLO, ORCH. ACCOMP. Walter Biedermann
- TENOR SOLO WITH QUARTETTE CHORUS, ORCH. ACCOMP.
- 33070 When Daddy Sings the Little Ones to Sleep (Kerr and Vogel) Albert Campbell and the Columbia Quartette
- 33071 I'm Thinking 'Bout You Honey, All the Time (Chas. Kohlman) BARITONE AND TENOR DUET, ORCH. ACCOMP. Collins and Harlan
- 33072 Won't You Throw a Kiss to Me (Wm. McKenna) BARITONE AND TENOR DUET, ORCH. ACCOMP. Collins and Harlan
- 33073 Iola—An Indian Love Song (O'Dea and Johnson) SOPRANO AND BARITONE DUET, ORCH. ACCOMP. Stanley and Burr
- 33074 The Linger, Longer Girl (Lamh and Solman) MISS STEVENSON and Mr. Stanley
- 33075 Fever's On—Coon song (George Fairman) BARITONE SOLO, ORCH. ACCOMP. Arthur Collins
- 33076 What's the Use of Loving, if You Can't Love All the Time (Harry Armstrong) BARITONE SOLO, ORCH. ACCOMP. Arthur Collins
- 33077 He Handed Me a Lemon—Comic song (J. Fred Helf) BARITONE SOLO, ORCH. ACCOMP. Bob Roberts
- 33078 When the Snow Birds Cross the Valley (Monroe H. Rosenfeld) TENOR SOLO, ORCH. ACCOMP. Frank C. Stanley
- 33079 Maryland, My Maryland (Harry Armstrong) TENOR SOLO, ORCH. ACCOMP. Albert Campbell
- 33080 A Lemon in the Garden of Love (Richard Carle) TENOR SOLO, ORCH. ACCOMP. Billy Murray
- 33081 I Don't Like Your Family (Joe E. Howard) SOPRANO SOLO, ORCH. ACCOMP. Billy Murray
- 33082 Every One Is in Slumberland but You and Me (George Moore) MISS ADA JONES
- 33083 If the Man in the Moon Were a Coon (Fred Fischer) MISS ADA JONES

NEW COLUMBIA B. C. (CYL) RECORDS

- 85004 High School Cadets March (John Philip Sousa) Prince's Military Band
- 85005 Semper Fidelis March (John Philip Sousa) Prince's Military Band
- 85006 The Mouse and the Clock—Descriptive (Howard Whitney) Prince's Military Band
- VOCAL QUARTETTE, MALE VOICES, PIANO ACCOMP.
- 85007 Annie Laurie (Scott) The Columbia Quartette
- 85008 Jigs and Reels Medley (Arranged by C. A. Prince) BARITONE SOLO, ORCH. ACCOMP. Walter Biedermann
- 85009 O Happy Day! O Blissful Day!—O Schöne Zeit, O Selge Zeit (Carl Gotze) BARITONE SOLO, ORCH. ACCOMP. George Alexander
- 85100 If the Man in the Moon Were a Coon (Fred Fischer) BARITONE SOLO, ORCH. ACCOMP. Bob Roberts

- BARITONE SOLO, ORCH. ACCOMP.
- 85101 Somebody's Waiting for You (Gumble) Frank C. Stanley

NEW VICTOR RECORDS.

- VICTOR CONCERT ORCHESTRA.
- 4978 Juliet's Slumber—Romeo and Juliet..... Charles Gounod 10
- 31604 Hungarian Lustspiel Overture.....Keler-Béla 12
- 31605 Rosamunde Overture—Part 1.....Schubert 12
- 31608 Rosamunde Overture—Part 2.....Schubert 12
- UNITED STATES MARINE BAND.
- 4943 March Comrades.....Wagner 120
- 4944 Semper Fidelis March.....Sonsa 10
- 31599 Manila Waltz.....Choper 12
- ARTHUR PRYOR'S BAND.
- 31600 Monsieur Beaucaire—Incidental Music..... Rossi-Bucalossi 12
- 31603 Plantation Echoes.....Conterno 12
- VICTOR DANCE ORCHESTRA.
- 31602 La Barcarolle Waltz.....Waldteufel 12
- CORNET SOLO BY EMIL KENEKE, ACCOMP. BY ARTHUR PRYOR'S BAND.
- 4952 Silver Heels.....Moret 10
- BANJO SOLO BY VESS L. OSSMAN, WITH ORCH.
- 4948 Silver Heels.....Moret 10
- VIOLIN AND FLUTE DUET BY D'ALMAINE AND LYONS, WITH ORCH.
- 31598 Dream of the Mountains—Idyl.....Labitsky 12
- SOPRANO SOLO BY MISS ADA JONES, WITH ORCH.
- 4069 Fancy Little Nancy (Souhrette Song)..... Baines 10
- COMIC SONG BY MISS HELEN TRIX, WITH ORCH.
- 4946 The Next Horse I Ride On..... Murray-Everhard 10
- CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
- 4976 Forever and Forever.....Tosti 10
- TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
- 31601 The Palms.....Faure 12
- BARITONE SOLO BY J. W. MYERS, WITH ORCH.
- 4068 The Bowery Grenadiers.....Kelly 10
- SONGS BY BILLY MURRAY, WITH ORCH.
- 4949 Sweet Anastasia Brady.....Jerome-Schwartz 10
- 4974 Cheyenne—Parody.....Tosti 10
- COMIC SONG BY BURT SHEPARD, WITH ORCH.
- 4922 The Old Brown Hat.....Gorman-Lowan 10
- HUMOROUS MONOLOGUE BY BURT SHEPARD.
- 4965 Matrimony.....Ezra Kendall 10
- COON SONG BY ARTHUR COLLINS, WITH ORCH.
- 4947 Moses Andrew Jackson, Good-Bye..... Shields-Snyder 10
- DUET BY COLLINS AND HARLAN, WITH ORCH.
- 4972 I'm Keepin' My Love Lamp Burnin' fo' You..... Johnson 10
- DUETS BY MISS JONES AND MR. MURRAY, WITH ORCH.
- 4951 Wouldn't You Like to Flirt with Me? (Rogers)..... 10
- 4975 Don't You Think It's Time to Marry? (Edwards)..... 10
- DUET BY MISS TRIX AND MR. QUINN, WITH ORCH.
- 4959 Fol de Iddley Ido.....Bratton 10
- TRIO BY MISS JONES, MR. MURRAY AND MR. KERNELL, WITH ORCH.
- 4970 Whistle It—"The Red Mill"..... Blossom-Herbert 10
- TRINITY CHOIR WITH ORCH.
- 4971 Jesus, Meek and Gentle.....Ambrose 10
- MALE QUARTETTES BY THE HAYDN QUARTETTE, WITH ORCH.
- 4967 When the Flowers Bloom in Springtime, Molly Dear.....Von Tilzer 10
- 4966 When Her Beauty Begins to Fade.....Morse 10
- YANKEE STORIES BY CAL STEWART.
- 4979 Uncle Josh and the Labor Unions..... 10
- 4980 Uncle Josh's Second Visit to the Metropolis..... 10
- DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.
- 4973 Rosie and Rudolph at the Skating Rink... 10
- 31597 Down on the Farm..... 12
- TWELVE NEW EIGHT-INCH RECORDS.
- UNITED STATES MARINE BAND.
- 4011 Maple Leaf Rag.....Joplin
- VICTOR ORCHESTRA.
- 4962 Traumerei.....Schumann
- 4963 Popnlar Waltz Medley—"Won't You Come Over to My House," "Day Dreams," "Waltz Me Around Again, Willie".....
- CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
- 4964 O Promise Me.....De Koven
- SOPRANO SOLO BY MISS ADA JONES, WITH ORCH.
- 4873 The Bullfrog and the Coon.....Nathan

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Your Trade will like them.

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COMIC SONG BY ARTHUR COLLINS, WITH ORCH.
 4961 I'm Going Right Back to Chicago.....Williams-Van Alstyne
 DUET BY STANLEY AND MACDONOUGH, WITH ORCH.
 4917 Almost Persuaded.....Bliss
 DUET BY COLLINS AND HARLAN, WITH ORCH.
 4960 Arrah-Wanna.....Morse
 MALE QUARTETTE BY HAYDN QUARTETTE.
 2518 Rocked in the Cradle of the Deep.....
 RECITATION BY EDGAR L. DAVENPORT.
 4942 Seven Ages.....Shakespeare
 DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER,
 WITH ORCH.
 4363 Pals.....Spencer
 YANKEE TALK BY CAL STEWART.
 2575 Uncle Josh and the Fire Department.....
 RECORDS IN GERMAN, DANISH, SPANISH AND
 FRENCH.
 GERMAN SONG WITH YODEL BY GEORGE P. WATSON,
 WITH ORCH.
 4953 Life in the Alps.....10
 DUET BY MISS CARLSON AND MR. BERSKIND, PIANO
 ACCOMP.
 4977 Gobble Duet, from "La Mascotte".....Audran 10
 BARITONE SOLOS IN SPANISH BY SENOR RIVERO, PIANO
 ACCOMP.
 4924 El Gorro Frigio—Tango.....Limendoux-Lucio 10
 4925 La Bruja—Jota.....Chapi 10
 BARITONE SOLO IN SPANISH BY SENOR CACERES, PIANO
 ACCOMP.
 4926 El Juramento (Romanza).....Olona-Gaztambide 10
 4927 La Gran Via—Vals Caballero de Gracia.....
 Chueca-Velverde 10
 4928 La Serrana.....Trueba-Alvarez 10
 31593 El Juramento (Romanza).....Olona-Gaztambide 12
 31594 En Calesa—Cancion Espanola.....Elias-Alvarez 12
 BARITONE SOLOS IN SPANISH BY SENOR FRANCISCO, WITH
 ORCH.
 4934 Doña Juanita Serenade (Duerme, Duerme
 Niña).....Von Suppe 10
 4935 Jose Maria.....Hernandez 10
 4936 Los dos Princess (Son los bailes de Mas-
 cara).....10
 BARITONE SOLO IN FRENCH BY SENOR FRANCISCO, WITH
 ORCH.
 4937 La Marseillaise.....de L'Isle 10
 MISCHA ELMAN, VIOLINIST.
 74051 Souvenir de Moscow.....Wieniawski 12
 74052 Nocturn in E flat.....Chopin 12
 74053 Melodie.....Tschaiikowsky 12
 EMMA EAMES, SOPRANO, WITH ORCH.
 88045 Faust—"Le Roi de Thulé".....12
 JOHANNA GADSKI, SOPRANO.
 87002 Walküre—Brunnhilde's Battle Cry.....Wagner
 88038 Lohengrin—Elsa's Traum (Elsa's Dream)
 Wagner
 88039 Ave Maria (violin obligato).....Bach-Gounod
 88042 Aida—O patria mia (My Native Land).....Verdi
 88040 The Erlking.....Schubert
 88041 (a) Verborgen Wunden (Hidden Wounds);
 (b) Like the Rosebud.....La Forge

ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.
 651 Arabia March.....
 652 Bunch of Violets (Flower Song).....
 653 Highland Echoes.....
 654 Krell's Balklaenge—Waltz.....
 655 Slippery Day—Novelty Two-step.....
 656 Triumphant America March.....
 HAGER'S ORCHESTRA.
 657 Bullfrogs' Dance—Caprice.....
 658 Camp Meeting Time—Medley Two-step.....
 659 Love's Last Word—Valse Lente.....
 660 Needles—Rag-time Two-step.....
 661 Red Mill—Selections from.....
 662 Royal Caprice—Gavotte Louis XV.....
 SONGS WITH ORCHESTRA ACCOMPANIMENT.
 663 Captain Baby Bunting.....Byron G. Harlan
 664 Bake Dat Chicken Pie.....Collins and Harlan
 665 Dixie's Land.....Frank C. Stanley
 666 Do, Ra, Me, Fa, Sol, La, Si, Do.....Fred Lambert
 667 Grandpa, I'm Going to be a Soldier.....
 Frank C. Stanley
 668 I Can't Find Another Girl Like You.....
 Byron G. Harlan
 669 I'm Sorry.....Ada Jones and Billy Murray
 670 In a Chimney Corner.....Collins and Harlan
 671 Let It Alone.....Arthur Collins
 672 Meet Me, Sweet Kathleen in Honeysuckle
 Time.....Frank C. Stanley
 673 Where Is My Wandering Boy To-night?.....
 Peerless Quartette
 674 Wouldn't You Like to Flirt With Me?.....
 Ada Jones and Billy Murray
 675 You Can Have Broadway.....Billy Murray

IMPERIAL RECORDS FOR JANUARY.

BAND SELECTIONS.
 45346 William Tell—Overture.....Rossini
 45347 Overture to Semiramide.....
 45348 Sobre Las Olas (Over the Waves)—Waltz.....
 44888 President McKinley's Memorial.....
 44893 Star Spangled Banner.....Key
 44881 Marching Through Georgia.....
 44887 Paderewski's Minuet.....
 44897 The Free Lance March.....Sousa
 44875 Happy Helme.....Lampe
 44901 Yankee Patrol.....Missod
 44863 Anona.....Gray
 44861 America.....Smith
 44895 Radium March.....
 44862 American Beauty—Waltz.....
 IMPERIAL MILITARY BAND.
 44877 Japanese National March.....
 CHIMES.
 44838 Lead Kindly Light.....Newman
 44840 Rock of Ages.....Toplady
 QUARTETTES.
 44953 Down on the Farm.....Dubois
 44963 Starry Night for a Ramble.....Bagnall
 44957 In the Evening by the Moonlight.....Bland
 44961 Old Folks at Home.....Poster
 44958 Kentucky Babe.....Gelbel
 DUETS
 BY COLLINS AND HARLAN, WITH ORCH. ACCOMP.
 45350 Good-bye, John—From "The Red Mill".....
 Herbert
 45351 Arrah-Wanna (An Irish-Indian Matri-
 monial Venture).....Morse
 45354 Won't You Throw a Kiss to Me?.....McKeenan
 45355 Iola.....Johnson
 TENOR SOLOS BY HENRY BURR, WITH PIANO ACCOMP.
 44932 Soldier Boy.....Hoffmann
 45349 Daddy.....Behrend
 45357 To Mary.....White
 BARITONE SOLO BY ARTHUR COLLINS, WITH PIANO ACCOMP.
 44916 The Man Behind.....
 BUGLE CALLS.
 44841 Rough Riders in Charge Up San Juan Hill.
 CHARACTERISTIC SHORT TALK.
 44848 On Trousers.....

SOMETHING MUST BE DONE

To Prohibit Jobbers Selling to Farmers or Others Who Buy Just Enough to Get Dealers' Prices Says C. D. Babcock.

Nicholville, N. Y., Dec. 19, 1906.

The Talking Machine World, New York.

Gentlemen: Referring to your article in December World, "Selling Machines in Small Towns," I can say from experience that unless something is done by the talking machine companies to prohibit jobbers selling to farmers or others, who purchase only the required amount to entitle them to dealers' prices, and carry an assortment of perhaps 100 records, that the talking machine business will be a thing of the past within five years, in the country districts at least. I call to mind one dealer who has had four or five sub-agents, which is not according to contract. This does not give a dealer a show, who carries a large stock of machines and records.

Yours truly,

C. D. BABCOCK.

EDISON STAFF OF ROAD MEN.

The territory traveled by road representatives of the National Phonograph Co. is covered by the following gentlemen:

J. W. Scott—Maine, New Hampshire, Massachusetts, Rhode Island and Connecticut.

George A. Hedden—Vermont and New York State, except Westchester, Putnam and Rockland Counties, Long Island and Greater New York.

J. B. Wilson—Greater New York, Long Island and New Jersey.

J. F. Stanton—Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, Kentucky and Tennessee.

W. H. Hug—Pennsylvania and Ohio.

H. A. Turner—Louisiana, Texas and Arkansas.

W. P. Hope—Wisconsin, Minnesota and Peninsula of Michigan, North Dakota and South Dakota.

G. A. Renner—Nebraska, Colorado, Wyoming, Utah, Montana, New Mexico; also the following counties of Texas: El Paso, Reeves, Farmer, Deaf Smith, Randal, Potter, Oldham, Hartley and Dallam.

F. L. Fritchey—Indiana and Southern Michigan.

M. G. Kreusch—Iowa and Illinois.

A. H. Kloehr—Kansas, Missouri, Indian Territory, Oklahoma and the following counties in Texas: Lipscomb, Hemphill, Roberts, Gray, Car-

son, Potter, Oldham, Hartley, Dallam and Sherman.

H. K. Miller—California, Washington, Oregon, Idaho, Nevada and Arizona.

HOW TO STIMULATE SALES.

Some Pointers by a Piano Man Which Are Worth Consideration in Selling Talkers.

It is a peculiar trait in human nature that the more difficult an article is to obtain the more desirable that article immediately becomes. Anything easily obtained is not fully valued, for it is the effort required that makes it worth while. We always think more of anything obtained through hard work, for it takes the place of a reward for work well done.

A piano man—a student of man, by the way—takes advantage of this curious fact in making sales especially to women. If a visitor is undecided and cannot make a definite choice and promises to return later, Mr. Dealer marks one of the pianos "sold" in a conspicuous manner and puts it in a prominent place near the window, if possible where it may be seen from the street. Almost invariably that "sold" tag decides the question. That is the article wanted, and no substitute will be accepted. Mr. Dealer mentions how angry the original purchaser will be if she discovers the piano sold over her head, but in view of earnest entreaties he reluctantly allows the last customer to obtain possession of it. Then he gets a "sold" tag ready to put on for the next case of indecision.

It's a great game, and it is hard to say how it would work with talkers. If Mrs. Smith thought Mrs. Jones had purchased a concert machine she'd not be satisfied unless she would get possession of the same instrument or a more expensive one. Of course the public will be delighted when it learns of the scheme and boom the dealer's trade a whole lot—maybe. It is no worse than many schemes in use in certain portions of the trade, for even when it proves successful the customer is given full value for the money received.

A phonograph record containing the holiday greetings and congratulations of his father and mother in their home in England has been received by Rudolph Walters of 3002 Avenue B, Council Bluffs, Iowa. The record was made at a family gathering. Mr. Walters' two sisters sang a favorite duet into the machine. He has not seen the members of his family for years, and the sound of their voices in the phonograph was in the nature of a delightful surprise.

HIGH-GRADE RECORD CABINETS FOR DISC AND CYLINDER RECORDS

Help the sale of your high-grade machines with high-grade accessories.

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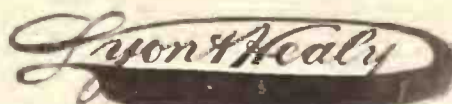
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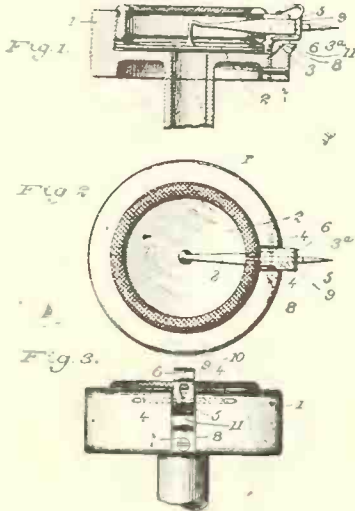
CHICAGO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Jan. 7, 1907.

SOUND-REPRODUCER. Andrew Haug, New York, assignor to Universal Talking Machine Manufacturing Co., same place. Patent No. 838,326.

This invention relates to sound recording and reproducing apparatus in general, and as herein embodied is designed for use in connection with sound-reproducers of the type employing a detachable needle or stylus. The object of the invention is primarily to produce a device which will operate automatically or semi-automatically to detachably secure the needle or stylus in locked relation with the stylus arm, and thereby



dispense with the old form of set-screw heretofore employed for this purpose.

A further object of the invention is to cause such a device to perform a double function, the first being to secure the stylus in position, as above stated, and the second to coact with the stylus arm and maintain it in operative relation to the diaphragm under the required tension.

A device suitable for carrying this invention into effect is illustrated in the accompanying drawings. The inventor does not wish to be understood, however, as limiting himself to either the exact construction or arrangement shown, as various changes may be made therein without departing from the spirit and scope of the invention.

SOUND-RECORD AND SOUND-RECORD TABLET. Victor H. Emerson, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 838,968.

This invention relates to sound records, and more particularly to a new sound-record tablet. It has been proposed heretofore to make sound-record tablets of celluloid and also of compositions containing shellac. Each of these substances possesses certain properties which render them desirable as sound-record material, but there are also certain inherent objections to their use. Shellac is expensive, and the records heretofore made of shellac-containing compositions wear out rapidly and also act to quickly destroy the repro-

ducing stylus, such stylus requiring to be changed after each reproduction. When records are made of celluloid by impressing a matrix containing the sound record in reverse, the celluloid does not take a clear and accurate impression, with the result that the record is more or less defective. The inventor has discovered that if shellac and crocus powder or shellac alone be incorporated with the ordinary ingredients employed in making celluloid and the resulting composition employed as a sound-record tablet the objections heretofore existing to celluloid and to shellac are almost entirely eliminated, and a record of unusual quality is secured. This composition readily takes a clean-cut accurate impression from the matrix, producing a record of great durability and one which does not wear the reproducing stylus to nearly the extent experienced with the old record, many reproductions being secured from the same stylus, and hence without the annoyance incident to a change of stylus at each reproduction. Moreover, the amount of shellac, and hence the incident expense, is greatly reduced.

In the production of celluloid guncotton is dissolved with camphor, the ingredients being ground and thoroughly mixed and the composition then treated in a manner well known to persons skilled in that art. According to the present invention there is incorporated with the celluloid ingredients either shellac alone or shellac and crocus powder, preferably during or in advance of the grinding and mixing of the celluloid ingredients, and then proceeded in the usual manner of making celluloid.

The proportion of the various ingredients may of course be varied within limits; but the formula found to give the most satisfactory results



consists of adding twenty per cent. by weight of shellac to the usual celluloid mixture and (when crocus powder is to be used) ten per cent. by weight, of crocus powder. It is deemed preferable to dissolve the shellac in any suitable solvent, as alcohol, and after incorporation with the celluloid mixture the whole mass is mixed and thoroughly ground, just as in the production of celluloid. If desired, any suitable pigment may be added, and in all other respects the usual method of making celluloid is followed.

This new composition is a normally hard body, having many of the characteristics of celluloid,

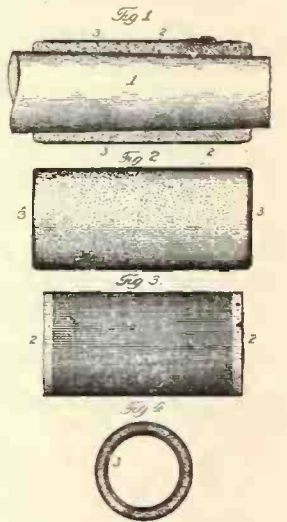
but differing therefrom in that it is harder and at the same time less yielding than celluloid. These properties make it much superior to celluloid as a material for sound records, since it gives a harder and smoother surface for the reproducing stylus, and it neither wears away the stylus nor is it worn by the stylus to the extent prevailing with record materials heretofore employed, particularly in what are known as the "zig-zag" form of records. In fact, a record made in a tablet of this new composition may be reproduced a great number of times without changing the stylus. Furthermore, since this material is less yielding than celluloid it does not "give" or yield laterally to the stylus, and hence produces a more accurate reproduction. This composition is formed into comparatively thin discs, and being hard and firm is capable of sustaining itself without the employment of any backing, though manifestly such backing may be used if desired. These discs then have sound record grooves formed therein by impressing a matrix into their surfaces under heat and pressure, as in the ordinary way of making a record on a celluloid tablet.

While the proportions above set forth have been found to give excellent results, it will be understood that the invention is not limited to the exact percentages named, since the benefits of the discovery follow to a greater or less degree when any appreciable quantity of shellac or its equivalent is incorporated, namely, a substitute for celluloid which presents a surface in every way better than celluloid or shellac for sound records.

PHONOGRAPH RECORD. Varian M. Harris, Chicago, Ill., assignor to Robert Burns, same place. Patent No. 837,927.

The present invention relates to that type of permanent cylindrical phonograph records in

which a thin cylindrical record film is carried upon a cylindrical carrying mandrel that is adapted to have engagement with the ordinary tapering spindle or mandrel of a phonograph, and the object of the present improvement is to provide a simple and efficient structural formation and combination of parts in which a cylindrical record film of a tough and durable material and having such tenuity that in itself it will have no sound reproduction if unsupported is supported upon an intermediate carrying mandrel of a nature that will efficiently support such record film and which at the same time will materially aid in a faithful reproduction of the true and natural tones without any of the harsh and metallic qualities usual to the older type of permanent phonograph records, all of which are explicitly and comprehensively pointed out in the various claims filed with this patent.



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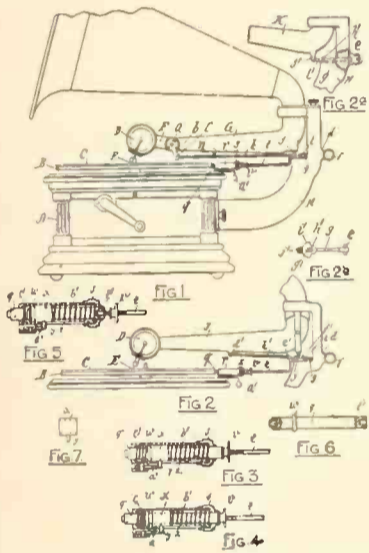
EDISONIA CO., Newark, N. J.

In the accompanying drawings, illustrative of the present invention, Fig. 1 is a detail longitudinal sectional elevation illustrating the present improvement applied to the tapering carrying spindle or mandrel of a phonograph. Fig. 2 is a side elevation of the submandrel of the present invention. Fig. 3 is a side elevation of the permanent cylindrical record film. Fig. 4 is an end elevation of the submandrel aforesaid.

TALKING MACHINE. Henry A. Johnson, Providence, R. I. Patent No. 838,505.

This invention relates to an attachment which is adapted for use in that class of talking machines in which the arm which carries the sounding-box and the stylus is adapted both for elevation and swinging movement; and it consists in an improved mechanism for raising the stylus from the record plate and for simultaneously applying the brake to the record-supporting table. It also consists in the improved construction of the brake, which serves to prevent the rotation of the table.

In the accompanying drawings, Fig. 1 represents a side elevation of a talking machine provided with improvement. Fig. 2 represents a detail side view showing a modification whereby the improvement is adapted to another style of machine. Fig. 2a represents a detail side view showing another modification. Fig. 2b represents a top view of the circularly-curved elevating



means. Fig. 3 represents an enlarged axial section of the brake when the brake is in its disengaged position. Fig. 4 represents the same section when the brake is in engagement. Fig. 5 also represents the same section when the brake is in engagement. Fig. 6 represents a side view of the sliding bar of the brake. Fig. 7 repre-

sents a side view of the loose sleeve which is held upon the sliding bar of the brake. Fig. 8 represents an enlarged top view of the swinging arm which carries the swivel-jointed arm of the sounding box and the stylus. Fig. 9 represents a side view of the same, showing the stylus in engagement with the record plate and with the brake removed from its action upon the rotary table.

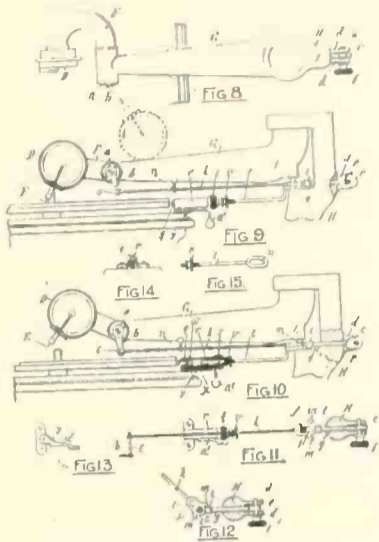


Fig. 10 represents the same side view, showing the stylus raised from the record plate and the brake in action upon the edge of the table, the brake mechanism being shown in section. Figs. 11 and 12 are detail views of the mechanism for raising the stylus from the record plate. Fig. 13 represents a top view of the cam-lever employed for holding back the brake. Fig. 14 represents an inner end view of the brake. Fig. 15 represents a top view of the connecting rod by means of which the brake is operated.

PHONOGRAPH RECORD OR BLANK. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 839,372.

The object of this invention is the production of a phonograph blank suitable for receiving a cut record corresponding accurately to sound waves and free from extraneous surface variation or disturbances, so that no sound will be reproduced other than that representative of the true record. When a matrix or mold is used so as to faithfully copy such a master as is described the resulting duplicates obtained from the matrix or mold by well-known processes are superior to records as now made, whether original or duplicate, in a number of respects, which will be pointed out.

It is found that in order to produce an absolutely perfect master from which a correspond-

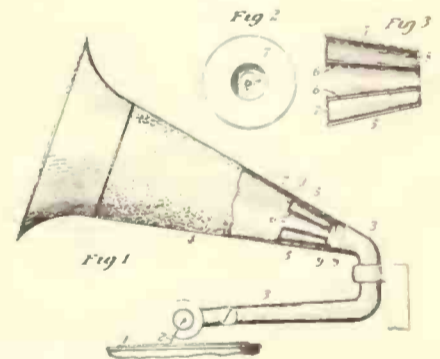
ing matrix or mold can be subsequently made it is necessary to employ a material or substance which is perfectly amorphous and without crystallization, that is uniform in structure, at least for a sufficient depth within its surface to receive the record, that has sufficient adhesion to permit a substantially continuous shaving to be cut by the recording device, and that, finally, is of such a character as to be readily cut by the recorder in order that the latter may form a perfectly smooth record, which, while representative of the true vibrations shall not possess superfluous surface variations that at the present time and with present materials produce scratching and other extraneous sounds. When a material of this character is employed from which to construct the master, it is found that owing to its relatively soft character much less power is required to cut it, so that all of the sound vibrations will be recorded, even those representing the very weak overtones of musical instruments; also, that the depth of the record can be considerably increased so as to thereby permit very loud sounds to be recorded without danger of the recorder vibrating clear of the surface, and, finally, that a perfectly smooth record will be cut, even when very deep, with a substantially continuous chip, so as to entirely eliminate the scratchy sounds now due to the mere cutting of the present material.

Preferably the invention consists in the employment, for the manufacture of the master, of a neutral or nearly neutral soap soluble in alcohol and in hot water and by preference a soda soap, and in the manipulation of this material to put it into the required form for use in receiving a sound record.

Reference is hereby made to the accompanying drawing, which illustrates diagrammatically a master record embodying one form of the invention.

SOUND MODIFIER. Charles R. Breen, New York, N. Y. Patent No. 838,297.

In the use of talking machines, phonographs, graphophones and other sound-emitting apparatus it is frequently desirable to modify or soften the sound emitted at the horn, as when the user employs the apparatus for his own sole amusement or when for any reason the full tone of the



instrument is not desired. This invention has for its object to provide such a sound-modifying attachment of improved and simple construction and adaptable for ready insertion in the horn and removal therefrom. It also has for its object the attainment of sound-resonating effects in the sound modifier, whereby a pleasing quality of modulated sound is produced.

Fig. 1 is an elevation, partly in section, of a horn with the sound modifier therein and of the upper part of the talking machine. Fig. 2 is a front elevation of the sound modifier. Fig. 3 is a central longitudinal section of the same.

PHONOGRAPH AND DISC HOLDER. Walter C. Spurgeon, Milroy, Ind. Patent No. 839,902.

This invention has relation to phonographs and disc holders, and it consists in the novel construction and arrangement of its parts, as hereinafter shown and described.

The object of the invention is to provide a phonograph with a disc holding means, whereby any one of a number of discs may be brought into position with relation to the motor and the reproducer whereby the record may be produced. The discs are mounted on holders of special con-

"MIRA" MUSIC BOX
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Best in Construction

Unequaled for Sweetness, Harmony and Volume of Tone

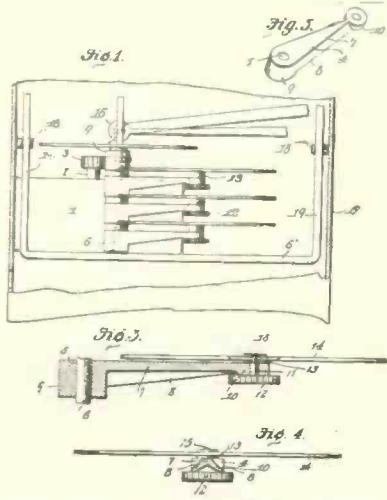
The following are some of the dealers handling the "Mira" Music Boxes:—

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- SHERMAN, CLAY & CO., San Fran., Cal.
- SHERMAN, CLAY & CO., Oakland, Cal.
- SHERMAN, CLAY & CO., Seattle, Wash.
- OLIVER DITSON CO., Boston, Mass.
- J. E. DITSON & CO., Philadelphia, Pa.
- C. H. DITSON & CO., New York.
- JOHN WANAMAKER, New York.
- JOHN WANAMAKER, Philadelphia, Pa.
- MACKIE PIANO & ORGAN CO., Rochester, N. Y.
- DENTON, COTTIER & DANIELS, Buffalo, N. Y.
- S. HAMILTON, Pittsburg, Pa.
- KRELL PIANO CO., Cincinnati, O.
- CARLIN & LENOX, Indianapolis, Ind.
- FINZER & HAMMEL, Louisville, Kentucky.
- O. K. HOUCK PIANO CO., St. Louis, Mo.
- A. HOSPE, Jr., Omaha, Neb.
- S. KANN SONS & CO., Washington, D. C.

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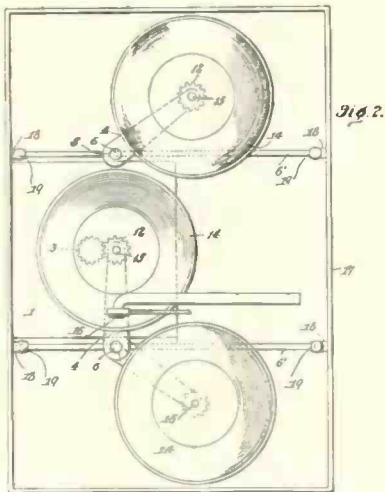
JACOT Music Box Co.
39 Union Sq., New York

struction. The disc holder consists of disc-supporting arms journaled upon a vertically arranged shaft. Said shaft in turn is mounted upon a frame which is adapted to be moved up and down, a means being provided for retaining said frame of certain elevations. At the end of each disc-supporting arm is journaled a shaft. To the lower end of said shaft is fixed a gear wheel, and



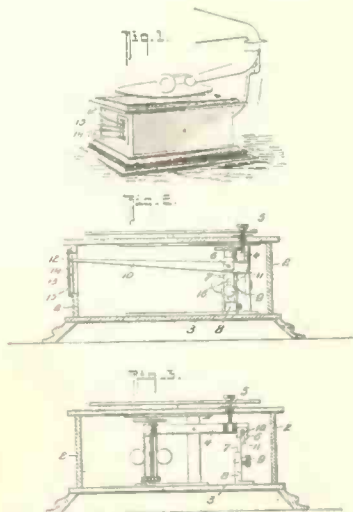
to the upper end of said shaft the disc is attached. A gear wheel is fixed to the upper end of the motor shaft, and the said arms are adapted to be swung so that their gear wheels may be brought in mesh with the gear wheel on the motor shaft. A number of sets of arms are suitably arranged about the motor so that their discs may be operated by the same, and at the same time a single reproducer may be used for reproducing the record from any particular disc.

In the accompanying drawings, Fig. 1 is a sectional view of the casing, showing a side elevation of the lower part of one of the frames and a few discs, the top one being shown in contact with the motor. Fig. 2 is a top plan view of the casing, showing the arrangement of two sets of



discs. Fig. 3 is a longitudinal sectional view of one of the disc-supporting arms. Fig. 4 is a transverse sectional view of one of the disc-supporting arms, and Fig. 5 is a perspective view of one of the disc-supporting arms.

GRAMOPHONE SPEED-INDICATOR. Clement A. Cornwall, Ashcroft, Canada. Patent No. 839,920. This invention relates to an improved means



for indicating the movement of the brake-screw by which the speed of the mechanism, which rotates a gramophone record is controlled.

The mechanism by which a gramophone record is rotated is generally controlled by a small

brake acting on the periphery of a rotatable part of the mechanism, which brake is operated by a screw threaded through the casing and bearing on the end of the lever to which the brake is attached. The movement of the screw to effect a variation of the speed of rotation is so slight that difficulty is experienced in setting the brake to give any desired speed. This difficulty is overcome by providing a light pointer which will multiply the movement of the brake screw or its lever and will indicate the amount of such movement on a graduated scale, so that if a certain position of the pointer is found to give a satisfactory speed for any particular record the corresponding number on the scale may be noted on the record and the brake control may be again set to that mark with some assurance that the same result will be attained.

There are also other novel features in the arrangement and application of the device to which attention is drawn in the following specification, which fully describes the invention, reference being made to the drawings by which it is accompanied, in which Fig. 1 is a perspective view of a gramophone with invention applied, Fig. 2 is a vertical longitudinal section thereof, showing my invention and the parts immediately connected therewith, the remaining portion of the gramophone mechanism being omitted for clearness of illustration. Fig. 3 is a cross-section thereof.

SOUND-REGULATOR FOR PHONOGRAPHS. Arthur H. Ryder, New York, N. Y. Patent No. 840,089.

The object of this invention is to provide improved means for connecting the horn of a talking machine or other machine of the class specified to the machine proper, whereby the metallic vibrations or rasping metallic sounds usually produced by machines of this class are in a measure done away with and a more regular and musical tone or voice-tone produced, a further object being to provide an improvement of the class specified for use in connection with the delivery horns of talking machines and similar instruments, whereby the sound-waves are prevented from traveling around the horn in spiral curves and whereby the harsh grating or similar metallic sounds are to a considerable extent obviated and whereby the operator may at will regulate the volume of sound produced by the horn, a still further object being to provide a horn coupling for instruments of the class specified containing a supplemented vibratory device, and with these and other objects in view the invention consists in an attachment for instruments of the class specified constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying

drawings form a part, in which the separate parts of the improvement are designated by suitable reference characters in each of the views, and in which Fig. 1 is a side view of the improved horn attachment for instruments of the class specified and showing the method of connecting it with the machine and with the horn;

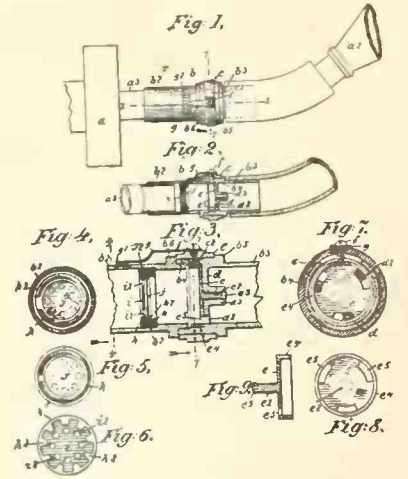


Fig. 2, a sectional view of the attachment on the line 2 2 of Fig. 1; Fig. 3, a view similar to Fig. 2, but showing the attachment proper on an enlarged scale; Fig. 4, a section on the line 4 4 of Fig. 3; Fig. 5, an end view of a supplemental vibratory device which is employed; Fig. 6, a reversed side view of the vibratory device shown in Fig. 5; Fig. 7, a section on the line 7 7 of Fig. 1 and on the line 7 7 of Fig. 3 and also a similar section through Fig. 2; Fig. 8, a side view of a valve plate which is employed, and Fig. 9 a transverse section thereof.

BIG DEMAND FOR CRANES.

There are three cardinal principles for a manufacturer to employ in order to create a large market for his product, first aim to make a satisfactory article, independent of cost; second, work on the manufacturing conditions so as to reduce cost of production to the lowest possible figure; third, figure close profits and large sales.

The Hawthorne & Sheble Co., of Philadelphia, have been manufacturing a line of patented horn cranes for some time past. These cranes have received the commendation of the trade generally, and in order to keep up with the growing demand, the manufacturers have been obliged to very largely increase their facilities. Increased production and improved methods of manufacture have enabled them to decrease cost of making, so that to-day they are marketing these cranes at prices that would have been impossible a short time ago. They report very extensive sales.

Use "3-in-One" Oil "Oil" by Itself



"3-in-One" never should be mixed with any other oil. It's in a class all by itself—has been for 12 years. Keep it so for best results. Use it to lubricate, brighten and polish the various parts of all kinds of talking machines. Use it to keep disc and cylinder records clean. The "3-in-One" Book tells details. Get a copy from us or your jobber.

"3-in-One" is not only the best oil for your customers to buy—it's the best oil for you to sell. 50 and 100 per cent. profit—any reason why you shouldn't make it, same as other talking machine dealers are doing? 10c. and 25c. bottles. Your jobber is ready to supply you.

FREE sample bottle of "3-in-One" sent to any dealer on request. Just write to

G. W. COLE COMPANY, Sole Makers of "3-in-One"

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A GREAT "AUTOMATIC" YEAR.

Was That Which Recently Closed—Every Department of the Slot Machine Industry Showed Marvelous Advance—Many New Machines Have Been Put on the Market and Our Foreign as Well as Our Domestic Trade Has Recorded Steady Growth Bringing Prosperity to All Those Engaged in This Line of Work—The Nickelodian Project Exceedingly Popular—The Value of the Automatic Piano as a Money Maker—The Situation Reviewed.

A retrospective glance over the past year's business brings forcibly to light the marvelous advance in the slot machine industry. Everywhere is manifested this healthful condition of affairs, and manufacturers, jobbers and dealers are justified in their optimistic outlook for the year of 1907. At this time it has always been the custom among manufacturers to stock up for the annual rush that always occurs with the first warning of coming spring, but the continuous influx of orders has put this possibility beyond the reach of all, and the manufacturer is fortunate indeed who can supply the current demand. The present situation in this trade is an extraordinary one. There is not a firm that has not increased its plant beyond what a year ago would have seemed foolhardly, and yet not one that would not double its output if that were possible. The universal popularity of the penny arcade has undoubtedly been the greatest stimulator of the business. The men that first went into establishing these "poor people's theaters" did so on a gamble. They looked for pennies—behold these grown to millions. Two years ago men of wealth and position who were interested in these projects kept the fact secret—they were willing to reap all the benefit, but, because a

business was founded and thrived from the smallest denomination in circulation, they were rather ashamed to acknowledge the connection. Now, however, they have changed their policy, and are proud of the association. It is a forcible illustration of the truth of the adage, "Save your pennies and the dollars will take care of themselves."

* * * *

Our foreign trade has increased to an enormous extent, and a tremendous field is open to this trade among the Latin-speaking races. Slot machines, especially the musical and moving picture types, are most popular among these people, those of American manufacture being universally used, notwithstanding that they are by far the most expensive. In price America cannot begin to compete with foreign countries on account of the tariff and trusts which keep raw material at such a high premium; but this is more than offset by the quality of the product, and no industry is more dependent on the wearing ability of its goods and the perfection of the workmanship involved. Australia, Japan and China are monthly the recipients of hundreds of machines from this country, and every mail brings its quatum of rush orders to our manufacturers.

* * * *

For the man with but a small amount of capital to invest we should strongly advise that he look into the Nickelodian project. These moving picture theaters have many advantages even over the arcade. Firstly, the amount of money involved is comparatively small. Secondly, the field is more extensive, inasmuch as these places can be made to pay in even the smallest cities and towns, where to open an arcade would be but to court failure; in fact, all one needs is to rent some store on a fairly prominent thoroughfare (of course, the more so the better), one that can seat from 50 to 500 people, according to the size of the city. The decorations should be showy. A talking machine or automatic piano will serve as a crowd drawer. A generous amount of light (preferably electric) gives cheerfulness at night, and flashy bill posters arouse curiosity. As to the moving picture machine and films, manufacturers of these goods are offering the most reasonable inducements to investors. In the large cities, as before mentioned, the nickelodian has broadened out into vaudeville, and the old nickel admission fee increased to ten, fifteen and even twenty cents. These places, of course, are taking in large amounts of money, but in the small towns the original moving picture show is enough, and, as a starter, is less expensive.

* * * *

Automatic restaurants, of which New York has two, have not proved the popular successes here they have abroad. A new company has been formed, however, which plans to open such places in all the large cities throughout the country. Two recently opened in Philadelphia have shown encouraging results.

* * * *

There is another phase of this industry that has not been taken up seriously, and one which if looked into and thought over would be of vital interest to every talking machine dealer in the country, namely, that of agency rights for your town or district for various slot controlled devices. For example, we'll say Smith is a talking machine dealer of C—, Ohio, who has obtained the exclusive rights for handling a certain well-known automatic piano in his territory. He starts out one evening to visit the cafes in his vicinity with an eye to placing some of his instruments. Stepping into Jones' place he orders a drink for himself, and perhaps sets one up for the proprietor to get things on a friendly basis. The subject of pianos, as a paying addi-

tion to a bar, is brought up. Smith finally suggests the purchasing of an instrument from him; but Jones is not favorably impressed, and does not care to invest so much money in what he considers a doubtful experiment. Now is the time for Smith to play his trump card, and he does so in something like the following manner:

"Why, my dear fellow, I ask nothing of you except to allow me to place one of my instruments in your place here. It will cost you nothing, will add cheerfulness to the place and draw a crowd. Every week or so I will come around, collect the money and give you a receipt for it. I will continue this until the whole is paid for from its earnings or until you decide to pay the balance due yourself, when I shall, of course, turn the keys over to you."

Now, no sane man would refuse such a proposition as the above, and, in fact, it would only need to be used in extreme cases, rather than lose a sale. Now what is true of the automatic piano in cafes, drug stores, etc., is true of a large number of other machines. Good vending machines of all kinds will pay agents and operators in countless numbers of good locations to be found in all cities. Think it over. There's lots of money in it for those who will take it up. If you need advice of any kind, just drop a line to this department. Tell us what you want, and we'll do our best to put you next to the best people.

* * * *

In studying the present conditions in this trade we very much regret to find a mean spirit of rivalry among certain manufacturers, and many gross cases of unfair competition going on. This is the more deplorable under present circumstances when not one firm in this country can begin to keep abreast of their orders. It is bad enough when companies resort to the old knocking tactics, but when they go so far as to hire men to go around to various arcades and by putting slugs into their competitor's machines—place them temporarily out of commission—and create the impression that they are a most

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings**, for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

AUTOMATIC DRINKING MACHINES.

SUMMER AND WINTER BUSINESS.



Drop coin in the slot, the machine does the rest. Machines made for any coin. They register a clean glass and a clean drink. For delivery this Summer, orders must be received immediately.

EARNINGS:

Machines at 48 East 14th St., N. Y. City, are earning from \$30 to \$40 a day during winter, selling cider at 1c. per glass. In the summer earn from \$10 to \$20 a day. One machine at 31 Park Row, N. Y. City, is now earning \$20 a day. In summer months will earn \$40 a day. Ten machines at Coney Island took in \$3,000 in 60 days, selling ice-cold water at 1c. per glass. These machines sell all kinds of drinks—Lemonade, Orangeade, Root Beer, Celery Tonic. These drinks cost to make 4c. per gallon. When sold through the machine will produce 35 drinks to the gallon.

Machines Leased to Responsible Parties.
Order now for next Summer's delivery.

AUTOMATIC DRINKING MACHINE CO.,
3 Mercer St., New York City.

inferior instrument, said companies overstep the mark and deserve nothing better than disclosure and disgrace. Fortunately, these things have the happy faculty, like chickens, "of coming home to roost," and seldom need the interference of the press or outsiders, but work their own destruction.

* * * *

We are making an effort to interest the slot machine men in our paper. Each month there will be found interesting features so that it will pay to be a regular subscriber to *The World*. We have at great expense just obtained the most complete and only authentic list of slot machine men in Mexico, Cuba and throughout South America. This will be of inestimable value to manufacturers of these specialties who advertise in *The World*, on account of the great demand for these devices in the above countries. In our advertising pages will be found a large number of excellent features. Possibly you are the inventor or manufacturer of some such specialty. In that case we can find a market for your wares. Place your invention before the proper persons. You can do this in but one way, and that to advertise in a publication like *The World*, which will reach the purchasers of such devices.

* * * *

Of all the slot-controlled devices on the market that are made use of in the modern arcades none is more conspicuous than the automatic piano. In all the large places this popular instrument is the magnet used to attract the attention of the passerby. No music is more generally loved than that from a good piano, none more repellant than that from a crippled one. Not another instrument is submitted to such a hard, constant grinding test. Hence the arcade man should look first for a good instrument with a clear, pure tone, and one that is built to best withstand the great wear put upon it.

HERE AND THERE IN THE TRADE.

Multiphone-Operating Co. Incorporated—The Dictograph Destined to Prove a Big Favorite—Valiquet Co. Will Soon Have a New Machine on the Market—The New York Vitak Co. Were Virtually Cleaned Out of Stock the End of the Year—Other Items.

The Multiphone Operating Co., 23 Park Row, have reincorporated under the laws of the State of New York with a capital of \$1,000,000. The officers elected are: Edwin J. Selley, president; Peter J. Collinson, vice-president; Isaac Thorman, treasurer; William H. Pritchard, secretary; Julius Roever, general manager; Allison A. Pratt, consulting engineer, and Ole Severson, superintendent. This company have been forced to move their factory to larger quarters in order to turn out their multiphones quick enough to meet demands, and have just signed the lease for a six-story building at 92-94 Vandam street, this city, where they expect to be able to manufacture the machines at the rate of 100 to 150 per month.

If a little instrument which was exhibited to a number of interested observers at the Capital the other day is put into general use, members of Congress may sit in their committee rooms, or in the offices which will be provided for them in the new buildings now being erected, and

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

THE ROSENFELD MFG. CO.

591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.
11 E. FOURTEENTH ST., NEW YORK

The Mutoscope Oldest and Best Known
Slot Machine

"The Backbone of the Automatic Parlor Business"
Showing Moving Pictures in their Most Attractive Form

hear what is being said on the floors of the House and Senate. People who haven't time or inclination to go out to church may sit at home and hear their favorite minister deliver his Sunday sermon, and patients in hospitals may be cheered by hearing music played and sung in halls or churches in remote parts of the city. The appliance which makes all these wonderful things possible is called the "dictograph." It is the invention of K. M. Turner of this city. Mr. Turner was in Washington a day or so, but he was so unobtrusive in his movements that not until the other day was it generally known that he had been conducting a series of tests at the capital.

The "dictograph" not only transmits sound, but magnifies it. It is somewhat similar to the ordinary telephone in its general principle, but it is not necessary for one to talk directly into its mouthpiece in order to be heard at the other end of the wire, and it is not necessary for the person at the other end to hold a receiver to his ear in order to hear. The General Acoustic Co., 1265-1269 Broadway, of which Mr. Turner is president, is now preparing to place these wonderful instruments on the market on a rental basis. Cheaper by far than a telephone, it is also a great time and money saver, and every firm, store, factory or other place of business will find them indispensable after once they learn their value.

The American Mutoscope & Biograph Co. suffered a small loss from a fire that broke out in their handsome warerooms at 11 East 14th street, on Monday, Dec. 24. All damages are fully covered by insurance.

The Valiquet Novelty Co., 58 Columbia street, Newark, N. J., are starting off the new year with a rush. This company, which was formed less than a year ago, for the manufacture of slot-controlled devices, has won for itself a great reputation, founded on the successive triumphs of their different machines. First came the "picture-phone," which won for them a host of friends and admirers. The "music phone" soon followed. This machine was the first successful slot-controlled disc talking machine placed on the market. The Valiquet Co. will shortly have their new "Gypsy Queen" fortune teller ready for shipment. This machine speaks your fortune in a soft modulated voice and will prove a great money getter. They are also preparing to turn out an attractive line of vending machines.

The Christmas, or holiday, season just closed

has left behind it nothing but empty shelves at the factories of the New York Vitak Co. "Cleaned out" is what you hear if you drop into their main offices at 26 Cortlandt street, this city. Everyone is working overtime, and there really doesn't seem to be any prospect of a let-up, for orders are still piling it at an enormous rate for vitaks and films. Their new \$30 machine, which they expect to have ready for the market about March 1, will prove a great seller in the talking machine trade, and dealers and jobbers all over the country are getting their orders on file early to insure prompt shipments. One of the things about this machine that especially recommends it to the talking machine man is the generous profit to be derived from its sale. As a selling proposition it can not be beaten—it literally sells itself. Then the film end of the business is a decidedly important feature and one that no one can ignore.

The new weighing machine now being gotten ready for the market by the Rosenfield Mfg. Co., of this city, is destined to add to the reputation of this progressive house.

MR. LOWE'S SHOCKING DEATH.

A victim of the horrible railroad wreck on the Baltimore & Ohio Railroad, near Terra Cotta, District of Columbia, December 30, was A. Lee Lowe, in charge of the Columbia Phonograph Co.'s commercial system in the Washington branch. Mr. Lowe's death was a shock to his associates, who speak of him as a capable and efficient man in his department, having been with the company two years, and on the first he had received a substantial increase in his salary in recognition of his services and ability. He was twenty-nine years of age, and leaves a widow and child.

FIRE DESTROYS LUTHER DAY'S STORE.

Fire destroyed the entire contents of the talking machine store of Luther Day, on Christmas night. No insurance. Mr. Day was in the habit of giving moving picture exhibitions on various evenings, and on this occasion was entertaining about seventy people when a spark from the arc light struck a 1,200-foot film, immediately causing an explosion and blaze.

C. S. Gardner recently on the wholesale traveling staff of the Columbia Phonograph Co., will shortly engage in business for himself in Allentown, Pa., and will handle Columbia goods exclusively.

Do you want more Profit?

Get **THE NICKLIN** The best
Coin Operated Piano
in the World

This is a First-class Upright Piano—Can
also be played by hand in the usual way

Manufactured by
Neola Piano & Player Company

General Offices, 201-203 East 49th Street, New York



THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

THE PEERLESS COIN-OPERATED PIANO

Whatever your business may be, things will move faster if you have music. The PEERLESS has been tried in Cafes, Billiard parlors, candy stores, etc. and in every case it has proven a success.

It makes no difference what your business may be, so long as it means dealing with the public you will find it profitable to have a PEERLESS Coin-Operated Piano.



The PEERLESS will attract customers, amuse them, and earn money for you that you would not otherwise get. The PEERLESS is built to last longer in constant use than any other coin-operated piano on the market. Ask any owner of a PEERLESS.

The first cost of the PEERLESS may seem high but the freedom from cost of repair soon proves it to be the cheapest.

Style D

Our catalogue "Easy Money" will tell you more about the PEERLESS. It can be had for the asking.

SOME DESIRABLE TERRITORY STILL OPEN

HIGHEST AWARDS—GOLD MEDALS

Buffalo 1901

St. Louis 1904

Portland 1905

ROTH & ENGELHARDT

(Props. Peerless Piano Player Company)

Windsor Arcade

Fifth Avenue

New York

Factories at St. Johnsville, N. Y.





**A Strong Point
for the Dealer**

Music Master

"I point to the only records that *never disappoint*:"

Columbia Disc and Cylinder Records

Columbia Records outsell all other makes, because *they never do disappoint* the purchaser.

They never disappoint, because in tone-quality and in construction **PERFECTION** is the watchword.

Columbia Records are free from disagreeable foreign noises so apparent in records that are but imitation of the genuine.

Any *one* of the superior points of **Columbia Disc and Cylinder Records** makes them outsell all others.

The combined points of excellence in **Columbia Records** is the reason for their extraordinary popularity, and is the *reason why every Talking Machine Dealer* should sell them.

REMEMBER—Columbia Records fit any standard make of machine, and they improve the efficiency of every machine on which they are used.

The Columbia system of advertising gridirons the country. It reaches *everywhere*. It reaches *everyone*. No one can escape its influence. It is creating a demand in every locality for **Columbia Disc and Cylinder Records**.

Can you supply the demand in your locality?

If not, get in touch with your jobber at once. Put in a line of Columbia Records to meet the demand.

They are the *best made, best selling, best advertised* Records on the market.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES

DEALERS EVERYWHERE

